



## **BULKY DOCUMENTS**

(Exceeds 100 pages)

Proceeding/Serial No: **91183753**

Filed: **04/27/2010**

Title: **NOTICE OF FILING TRIAL**  
**DEPOSITION OF NORMAN DREW WESLEY**

**Part 1 of 1**



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TTAB

HEAVEN HILL DISTILLERIES, INC.,	)		
	)		
Opposer,	)	Opposition No.	91183753
	)		
v.	)		
	)	Serial No.	77/266,196
DIALLO YASSINN PATRICE,	)	Mark:	HYPNOTIZER
	)	Intl Class:	033
Respondent.	)		

**NOTICE OF FILING OF TRIAL DEPOSITIONS**

Pursuant to 37 CFR § 2.125(c), Plaintiff Heaven Hill Distilleries, Inc. gives notice that it has, simultaneously with this Notice, filed with the Trademark Trial and Appeal Board the certified trial deposition transcripts of and the exhibits pertaining to the following witnesses' testimony: Norman Drew Wesley and Justin Ames.

Plaintiff notes that on January 14, 2010, before the taking of the aforementioned depositions, copies of the exhibits Plaintiff intended to introduce during the trial depositions were served on Defendant, and pursuant to 37 CFR 2.125(a), Plaintiff served the trial deposition transcripts, along with the exhibits that were not previously served on Defendant, on February 12, 2010. Simultaneously with the filing of the certified trial deposition transcripts with the Trademark Trial and Appeal Board, Plaintiff has served on Defendant corrected transcript pages to be inserted in the previously served transcript as required by 37 CFR 2.125(b).



04-27-2010

U.S. Patent & Trademark Office

Respectfully submitted,



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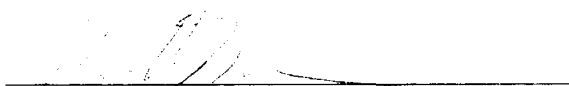
**CERTIFICATE OF SERVICE**

This is to certify that a true and correct copy of the foregoing notice, along with certified copies of the trial deposition transcripts and exhibits referenced above, has been mailed, via U.S. Express Mail, postage prepaid, on this the 27<sup>th</sup> day of **April 2010**, to the following:

Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3514

and to certify that a true and correct copy of the foregoing notice, along with the aforementioned corrected transcript pages, has been served, via Federal Express, International Priority, this 27<sup>th</sup> day of **April 2010**, upon:

Diallo Yassinn Patrice  
2 Square Tribord  
Courcouronnes 91080  
France




One of Counsel for Opposer, Heaven Hill  
Distilleries, Inc.

Heaven Hill Distilleries, Inc. Vs. Diallo Yassinn Patrice  
United States Patent and Trademark Office  
Trademark Trial and Appeal Board  
Opposition No.: 91183753

Trial Depositions of Norman Drew Wesley and Justin  
Ames

This box was sealed on April 23, 2010.

  
Angie Watkins  
Chuppe, Soergel & Abell

1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD  
3

4 HEAVEN HILL )  
5 DISTILLERIES, INC. )

6 OPPOSER )

Opposition No.: 91183753

7 vs. )

Serial No.: 77/266,196

8 Mark: HYPNOTIZER

9 Intl Class: 033

DIALLO YASSINN PATRICE )

10 RESPONDENT )  
11

12 DEPOSITION FOR OPPOSER  
13  
14

15 DEPONENT: NORMAN DREW WESLEY  
16

17 DATE: JANUARY 22, 2010  
18  
19

20 REPORTER: DONNA CHUPPE  
21

22 CHUPPE, SOERGEL & ABELL, LLC  
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I N D E X

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E X H I B I T S

NO. 5	Irresistibly Different recipe booklet (5/10/05)	19
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NO. 13	Liquor Handbook 2009 - Leading Brands of Cordials & Liqueurs 2003-2008	22
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NO. 31	1/14/2010 Letter to Mr. Diallo from Mr. Williams	5
NO. 32	Printout from dictionary.com for the word hypnotic showing pronunciation and definitions	38
NO. 33	Printout from dictionary.com for the word hypnotize showing pronunciation and definitions	38

(REPORTER'S NOTE: Exhibits were filed with the original transcript. Per request of counsel, exhibits were not copied and furnished with the deposition copy.)

1 THE FOLLOWING DEPOSITION OF NORMAN DREW  
2 WESLEY IS BEING TAKEN PURSUANT TO NOTICE, AT THE LAW  
3 OFFICES OF WYATT, TARRANT & COMBS, 2800 PNC PLAZA,  
4 500 WEST JEFFERSON STREET, LOUISVILLE, KENTUCKY, ON  
5 JANUARY 22, 2010, AT APPROXIMATELY 9:12 A.M., UPON  
6 ORAL EXAMINATION AND TO BE USED FOR ALL PURPOSES IN  
7 THE TRIAL OF THE ABOVE-ENTITLED CAUSE, IN ACCORDANCE  
8 WITH THE FEDERAL RULES OF CIVIL PROCEDURE AND 37  
9 C.F.R. PART 2.

10  
11 A P P E A R A N C E S

12  
13 FOR THE PLAINTIFF:

14 Matthew A. Williams, Esq.  
15 Wyatt, Tarrant & Combs  
16 2800 PNC Plaza  
500 West Jefferson Street  
Louisville, Kentucky 40202

17 FOR THE DEFENDANT:

18 (Not present)

19 Diallo Yassinn Patrice  
20 2 Square Tribord  
Courcouronnes 91080  
21 France

22 ALSO PRESENT: Justin Ames  
23  
24  
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MR. WILLIAMS: Let's go on the record.  
Today is January 22nd, 2010. The time is about 12  
minutes after 9:00 o'clock a.m. local time in  
Louisville, Kentucky.

My name is Matt Williams. I am counsel for  
Heaven Hill Distilleries, Incorporated.

We're here today in the matter of Heaven Hill  
Distilleries, Incorporated versus Diallo Yassinn  
Patrice, Opposition Number: 91183753.

This opposition is to Mr. Diallo's application  
to register the mark Hypnotizer, spelled  
H-Y-P-N-O-T-I-Z-E-R, Serial Number 77/266,196 that  
was filed on August 28th, 2007.

We are here to take two trial depositions on  
behalf of Heaven Hill Distilleries, Inc., which I'll  
refer to as Heaven Hill.

Throughout this proceeding Diallo Yassinn  
Patrice -- that is, Mr. Diallo -- has proceeded pro  
se.

I provided notice of these depositions to Mr.  
Diallo by Federal Express and electronic mail on  
December 21st, 2009, as demonstrated by this Notice  
of Trial Deposition that has been marked Exhibit 30.

Also included in the exhibit are the



1 confirmations that the Notice of Trial Deposition was  
2 delivered to Mr. Diallo by Federal Express and to Mr.  
3 Diallo's E-Mail account.

4 In the Notice of Trial Deposition, I also  
5 provided a number Mr. Diallo could call if he desired  
6 to participate in the depositions via telephone.

7 I move for the admission of Exhibit 30.

8 (Premarked Exhibit No. 30 was offered into  
9 evidence.)

10 On Thursday, January 14th, 2010, I served on Mr.  
11 Diallo by Federal Express a follow-up letter, along  
12 with a copy of the exhibits that will be used in  
13 today's depositions. In this letter, I restated the  
14 time for the first deposition, again provided a phone  
15 number for Mr. Diallo to use if he wished to  
16 participate via telephone. I have marked a copy of  
17 this letter and the confirmation of delivery of  
18 letter by Federal Express as Exhibit 31 and move for  
19 the admission of this exhibit.

20 (Premarked Exhibit No. 31 was offered into  
21 evidence.)

22 To-date Mr. Diallo has not objected to the  
23 Notice of Trial Deposition or responded in any manner  
24 to the aforementioned correspondence.

25 According to my mobile phone, which receives its

NORMAN DREW WESLEY

1 time from my Mobile Phone Carrier Network, the time  
2 is now 9:14 a.m., 14 minutes after the notice time,  
3 and we're going to proceed with the depositions.

4 We currently have in the room, the deponent,  
5 Drew Wesley and Heaven Hill's corporate  
6 representative, Justin Ames.

7 Please proceed with swearing the witness.  
8

9 NORMAN DREW WESLEY, CALLED ON BEHALF OF THE  
10 OPPOSER, AFTER BEING FIRST SWORN, WAS EXAMINED AND  
11 TESTIFIED AS FOLLOWS:

12 DIRECT EXAMINATION

13 BY MR. WILLIAMS:

14 Q. Would you please state your full name for  
15 the record.

16 A. My full name is Norman Drew Wesley.

17 Q. Mr. Wesley, where do you work?

18 A. Keller Crescent Advertising, Evansville,  
19 Indiana.

20 Q. How long have you been with Keller  
21 Crescent?

22 A. Will be 20 years this year.

23 Q. What is the nature of Keller Crescent's  
24 business?

25 A. Marketing and advertising.

1 Q. And what's your position with Keller  
2 Crescent?

3 A. I'm a vice president.

4 Q. And I think I would like to talk about  
5 your résumé briefly.

6 Where did you attend college?

7 A. Miami University, Oxford, Ohio.

8 Q. What was your major?

9 A. Mass communications and marketing.

10 Q. And did you graduate?

11 A. Yes.

12 Q. And when did you graduate?

13 A. 1985.

14 Q. And what degree do you hold?

15 A. A Bachelor of Science in Communications  
16 and Marketing.

17 Q. And do you have any graduate degrees?

18 A. No.

19 Q. Do you have any other degrees or  
20 professional certifications?

21 A. No.

22 Q. And in your role as vice president of  
23 Keller Crescent Advertising, what does that entail?

24 A. I am the liaison with Heaven Hill  
25 Distilleries, our major advertising client. I am in

1 charge of client services and work with them in all  
2 aspects of advertising and marketing for their brands  
3 and am their representative at the agency, in  
4 essence.

5 Q. Do you have other clients that you work  
6 with, as well, or have worked with in the past?

7 A. Yes, I have worked with a number of  
8 clients, but, currently, I primarily work with Heaven  
9 Hill.

10 Q. In your past representations, have you  
11 worked with clients that involved marketing of  
12 consumer goods?

13 A. Yes.

14 Q. And what are some of Keller Crescent's  
15 other clients that you may have worked with?

16 A. Swedish Match, which is an international  
17 tobacco company, which has lots of consumer brands  
18 like Red Man, Red Man Snuff, Red Man Chewing Tobacco,  
19 cigars and a wide variety of other tobacco consumer  
20 products, and I've worked with them for many, many  
21 years off-and-on.

22 Q. And in your representation of Heaven Hill  
23 Distilleries, then, I assume you have a lot of  
24 interaction with the marketing and sales of alcoholic  
25 beverages?

1           A.       Yes.

2           Q.       And what -- can you explain a little more  
3       fully what you do in connection with the marketing  
4       and sales of these products, and especially in  
5       relation to the adoption and use of trademarks?

6           A.       I work very closely with the marketing  
7       team to, you know, start with reviewing research  
8       involved in, you know, a new brand, naming a new  
9       brand, producing marketing materials for a brand, all  
10      the way through developing creative strategies with  
11      the Marketing Department, having our creative team  
12      execute against those strategies in the way of ad  
13      campaigns, package design, point of sale, a variety  
14      of marketing elements.

15           And, then, work back-and-forth with the client  
16      to get the materials to their liking, and, then, get  
17      them out and placed in the marketplace, whether  
18      that's placing through -- you know, placing media,  
19      producing point of sale, and -- you know, a wide  
20      variety of things.

21           Q.       In connection with your responsibilities,  
22      does that ever involve visiting venues where  
23      alcoholic beverages are sold or consumed?

24           A.       Yes, quite frequently.

25           Q.       What types of venues do you or have you

1 visited?

2 A. On-premise bars, restaurants, clubs,  
3 nightclubs, anywhere -- a wide variety of places all  
4 across the country -- I have visited on behalf of the  
5 client or just in my travels as part of the business  
6 for the last ten years.

7 And, then, off-premise, all varieties of retail  
8 locations that sell alcohol, from grocery stores and  
9 big box stores to, you know, state stores and wine  
10 and liquor stores, mom and pop's, big chains -- a  
11 wide variety of retail locations.

12 Q. And you used the terms on-premise and  
13 off-premise. Could you give a little bit more of an  
14 explanation. I know you've given examples, but more  
15 of a definition of what each of those types of  
16 outlets are.

17 A. On-premise would be anyplace that would  
18 sell alcohol by the glass or by the cocktail, such as  
19 restaurants and bars and clubs.

20 And, then, off-premise is retail locations where  
21 you would go in and buy the product by the bottle,  
22 and you would not buy it as a cocktail, and you would  
23 buy it for home consumption, bringing it back home.

24 Q. In an on-premise outlet, how is an  
25 alcoholic beverage typically ordered?

1           A.       It's typically ordered -- it's called for  
2 by the consumer. They, either at their table or at  
3 the bar, ask for a certain drink or brand.

4           Q.       And by "ask for" you mean they ask orally  
5 or verbally?

6           A.       They ask verbally. That's primarily how  
7 it's done.

8           Q.       What about at an off-premise outlet, is it  
9 different there?

10          A.       It's still often asked for orally when --  
11 if the consumer can't find it on the shelf, or if  
12 it's -- certain size bottles or certain types of  
13 products are kept behind the counter and they have to  
14 be asked for, but also it usually can be just grabbed  
15 off the shelf if someone knows what they are looking  
16 for.

17          Q.       In marketing of alcoholic beverages --  
18 first of all, you've kind of given a description of  
19 what your role is and what Keller Crescent does. Is  
20 there anything different from that or more that you  
21 would add to that that's typically involved in the  
22 marketing of an alcoholic beverage product?

23          A.       No. Just being familiar with the  
24 marketplace and the consumers and reviewing all of  
25 the available research and just knowing the business

1 and knowing the clients' preferences and working with  
2 the client closely on developing new brands and new  
3 ad campaigns and marketing campaigns.

4 Q. So based on your experience, both  
5 personally and professionally, how are alcoholic  
6 beverages marketed in terms of where they advertised;  
7 is there a specific demographic that's targeted for  
8 all alcoholic beverages -- those type of  
9 considerations.

10 A. Well, we, along with Heaven Hill, only  
11 market to adult consumers 21 plus, and that will vary  
12 in the way of specificity based on the product that  
13 we're marketing and its demographic that we're trying  
14 to go after.

15 We will hone in on a specific demographic by  
16 age, sex, income, you know, where they live. And  
17 that's based on, you know, just knowledge of the  
18 marketplace, of what types of alcoholic products are,  
19 you know, going to be used by certain demographics  
20 and what we're going for, based on research, who  
21 would -- want this brand -- who would be attracted to  
22 this type of brand depending on what it is.

23 Q. And where are alcoholic beverages  
24 typically advertised?

25 A. Typically, alcohol is advertised in print,



1 consumer magazines, nationally, regionally and  
2 locally. They are also advertised on the internet,  
3 as well as television, cable television. Outdoor is  
4 used quite frequently in marketing alcoholic  
5 beverages. And, definitely, point of sale  
6 communications, both on- and off-premise are often  
7 used, and that could include just signs on the shelf  
8 or even large displays.

9 Q. And by outdoor, are you referring to  
10 billboards and that type of signage?

11 A. Yes, absolutely.

12 Radio is also used, less frequently, but it's  
13 also used.

14 Q. Let's talk about Heaven Hill Hpnotiq  
15 brand. That's Hpnotiq spelled H-P-N-O-T-I-Q.

16 Is this mark used on an alcoholic beverage?

17 A. Yes.

18 Q. What type of beverage is it?

19 A. It's a liqueur.

20 Q. Does it have any particular flavors  
21 associated with it?

22 A. Yes. It's a mixture of fruit flavors,  
23 tropical fruit flavors. It also has -- it's made up  
24 with vodka and a little bit of cognac, but it has a  
25 fruity flavor associated with it.

1 Q. I pronounced that mark as if it was the  
2 word hypnotic, H-Y-P-N-O-T-I-C, is that the correct  
3 pronunciation?

4 A. That is correct.

5 Q. That word H-Y-P-N-O-T-I-C means something  
6 that is related to hypnosis or hypnotism or induces  
7 hypnosis?

8 A. Yes.

9 Q. How long has Hpnotiq been used as a brand  
10 of liqueur, to your knowledge?

11 A. To my knowledge, since probably early  
12 2000's. Probably 2002, I believe, is when it was --  
13 the brand was started. I became familiar with it  
14 around 2004 when Heaven Hill began marketing the  
15 product.

16 Q. And the Hpnotiq mark is owned by Heaven  
17 Hill, to your knowledge?

18 A. Yes.

19 Q. And what has been your or Keller  
20 Crescent's involvement with Hpnotiq brand liqueur?

21 A. We have been involved in the advertising  
22 and marketing of the brand across many channels in  
23 the way of consumer advertising, point of sale, and a  
24 wide variety of channels.

25 Q. And are consumers of Hpnotiq brand liqueur

1 likely to purchase other types of alcoholic  
2 beverages?

3 A. Yes.

4 Q. And how do you know this?

5 A. Well, through actually participating in a  
6 variety of focus groups with -- actual Hpnotiq  
7 consumers have told us that they don't just  
8 exclusively drink Hpnotiq. They drink other things  
9 in other categories -- other liquor categories, and  
10 they even mix things, other liquors, with Hpnotiq to  
11 create new cocktails.

12 Q. And, to your knowledge, was the term  
13 Hpnotiq, H-P-N-O-T-I-Q, in use before it was coined  
14 or created for use with the alcoholic beverage  
15 product that is now known as Hpnotiq?

16 A. No, not to my knowledge.

17 Q. Even though the Hpnotiq mark is such a  
18 coined term, is there a connotation that consumers  
19 attribute to the mark itself?

20 A. Yes.

21 Q. And can you explain a little bit of what  
22 your understanding is of consumer's view of the mark?

23 A. My understanding, you know, in hearing  
24 consumers talk about it in the past, is that they  
25 think it's synonymous with something that's

1 mesmerizing, spellbounding. In a positive way, now.  
2 You know, very similar to the actual meaning of the  
3 word hypnotic or hypnosis.

4 Q. So this is something that consumers find  
5 to be appealing or desirable or it stirs that type of  
6 emotion in consumers when they encounter the mark?

7 A. Yes, I believe so.

8 Q. Other than Heaven Hill's Hpnotiq product,  
9 are you aware of any other beverage alcohol product  
10 that uses a term that is derivative of, related to or  
11 in any way associated with hypnosis or hypnotism?

12 A. No.

13 Q. In developing this brand, then, is it fair  
14 to say that Heaven Hill has relied on the uniqueness  
15 of the Hpnotiq mark and the consumers' connotation of  
16 being related to hypnosis and hypnotism, and those  
17 other good attributes you just mentioned, to build  
18 goodwill in their mark?

19 A. Absolutely.

20 Q. In addition to the Hpnotiq mark, has  
21 Keller Crescent been involved with the selection or  
22 use of other marks that are similar to or derivative  
23 of the Hpnotiq mark that Heaven Hill has used in  
24 connection with the promotion and sale of the Hpnotiq  
25 product?

1           A.       In the way of drinks or --

2           Q.       For example, drink names or derivations  
3       that have been used as part of advertising slogans or  
4       advertisements?

5           A.       Yes.   In slogans, copy, drink names, and  
6       such.

7           Q.       Can you provide us with a few examples.

8           A.       Well, the first tag line that we developed  
9       for the brand that was used in advertising point of  
10      sale, it's Hpnotiq.

11          Q.       How was Hpnotiq spelled in the tag line?

12          A.       It was spelled the way the brand is  
13      spelled.

14                 And, then, we've also used it in drink names  
15      HPNO-Tini, HPNO-Rita -- I mean, in a wide variety of  
16      derivations that play off the "Hpno" -- Hpnotiq part  
17      of the name.

18          Q.       So you think if a consumer encounters a  
19      prepared alcoholic cocktail or some other type of  
20      alcoholic beverage that has a hypnosis or hypnotic  
21      theme, that they are going to believe it's somehow  
22      related to Heaven Hill's Hpnotiq product?

23          A.       Yes, I do.

24          Q.       Look now at exhibit -- what I've labeled  
25      as Exhibit 5.   Are you familiar with this exhibit?

1                   (Premarked Exhibit No. 5 was tendered to  
2 the witness.)

3           A.       Yes.

4           Q.       Can you please explain what it is?

5           A.       It's a recipe booklet that is handed out  
6 to both consumers and also bartenders to help people  
7 mix different Hpnotiq drinks.

8           Q.       So all the recipes in there are related to  
9 Hpnotiq liqueur; they all include Hpnotiq as an  
10 ingredient?

11          A.       That is correct.

12          Q.       Do you know when this booklet was printed?  
13 I think if you'll look at the last page of the  
14 exhibit, there's a purchase order related to that  
15 booklet.

16          A.       Yes. May 10th, 2005.

17          Q.       And can you refer to Page 5 of the  
18 exhibit. It's labeled at the bottom Ex. 5-000005.

19          A.       Yes.

20          Q.       There's a particular drink on that page  
21 titled Hpnotizer, spelled H-P-N-O-T-I-Z-E-R.

22                 Am I pronouncing Hpnotizer correctly?

23          A.       Yes, you are.

24          Q.       So this drink name is pronounced  
25 identically to the word hypnotizer that's spelled

1 H-Y-P-N-O-T-I-Z-E-R?

2 A. That is correct.

3 Q. So based on your experience in marketing  
4 and sales of alcoholic beverages in a bar or  
5 nightclub setting, would there be any way for a  
6 waitperson or bartender to distinguish between an  
7 oral order for a Hpnotizer cocktail made with Hpnotiq  
8 and an order for Mr. Diallo's hypnotizer product?

9 A. No.

10 MR. WILLIAMS: I move for the admission of  
11 Exhibit 5.

12 (Exhibit No. 5 was offered into evidence.)

13 BY MR. WILLIAMS:

14 Q. We can refer now to what I have labeled as  
15 Exhibit 6.

16 (Premarked Exhibit No. 6 was tendered to  
17 the witness.)

18 Can you identify this exhibit?

19 A. It's another recipe booklet for Hpnotiq.

20 Q. And so this book would have been used --  
21 or booklet would have been used in the same manner as  
22 the exhibit we just discussed?

23 A. Yes.

24 Q. Does this book also use Hpnotizer to  
25 identify prepared alcoholic cocktails using Hpnotiq

1       liqueur?

2           A.       Yes.

3           Q.       What page of the exhibit is that on?

4           A.       Page 5.

5           Q.       Page 5 again.

6           And when was this booklet printed?

7           A.       November 6th, 2006, it was shipped to the  
8       market.

9                   MR. WILLIAMS: I move for the admission of  
10       Exhibit 6.

11                   (Exhibit No. 6 was offered into evidence.)

12       BY MR. WILLIAMS:

13           Q.       Back to the HpnotiQ brand liqueur itself  
14       again. Does this fall into any particular category  
15       within the alcoholic beverage industry?

16           A.       Liqueurs.

17           Q.       And how does HpnotiQ rank compared to  
18       other brands in its category?

19           A.       It's a top brand. It's in the top five  
20       sales wise. It's one of the largest brands.

21           Q.       And if we could look at Exhibit 13 now --  
22       and I think it's the fourth page back.

23                   (Premarked Exhibit No. 13 was tendered to  
24       the witness.)

25           A.       Uh-huh (witness answering affirmatively).



1 Q. When you say that it's in the top five,  
2 are you talking about imported liqueurs?

3 A. Yes, correct.

4 Q. And the Exhibit 13 that we're referring  
5 to, can you identify that exhibit?

6 A. This is from The Beverage Information  
7 Group's Liquor Handbook, the current 2009 edition.

8 Q. And the table that you have just referred  
9 to for the ranking of Hpnotiq, what is the title of  
10 that table?

11 A. "Leading Brands of Cordials and Liqueurs."

12 Q. What information is contained in that  
13 table?

14 A. Sales by brand from 2003 through 2008, and  
15 it's based on sales of nine-liter cases.

16 Q. And is this an authoritative source?

17 A. Yes. This is the Bible for the liquor  
18 category.

19 Q. So this is the source that everyone in the  
20 industry uses to rely on market rankings and volumes  
21 of products?

22 A. Yes.

23 MR. WILLIAMS: I move for the admission of  
24 Exhibit 13.

25

1 (Exhibit No. 13 was offered into  
2 evidence.)

3 BY MR. WILLIAMS:

4 Q. So now if you'll look to the next exhibit  
5 that I've labeled, Exhibit 14.

6 (Premarked Exhibit No. 14 was tendered to  
7 the witness.)

8 Can you identify this collection of documents?

9 A. These are media schedules, advertising  
10 media schedules for Hpnotiq.

11 Q. What period of time do they cover?

12 A. They cover from current, 2010, back to  
13 May 2004.

14 Q. And do you know who created these  
15 documents?

16 A. The vast majority of these documents were  
17 created by Keller Crescent Advertising.

18 Q. What type of information is contained in  
19 these documents? For example, if we look at the  
20 second page of the exhibit that is titled at the top  
21 May 2008 to April of 2009 consumer schedule.

22 A. It's a list of the consumer magazines,  
23 national and regional magazines, that Keller Crescent  
24 placed ads for Hpnotiq throughout that year.

25 Q. So by national you're referring to the

1 ones that are listed here in the category of  
2 mainstream?

3 A. Yes. Mainstream, yes, those are national  
4 publications.

5 Q. So in the May 2008 - April 2009 time  
6 frame, Heaven Hill ran ads for the Hpnotiq product in  
7 "Cosmopolitan" and "InStyle" over that time frame?

8 A. Yes.

9 Q. And they also ran an ad in the regionals/  
10 Miami titled "Ocean Drive"?

11 A. That's correct.

12 Q. And is there -- and so we can tell on here  
13 what run dates were by the months that were filled  
14 in?

15 A. Correct.

16 Q. And, then, the size of the ad is indicated  
17 in here?

18 A. That's correct. It varies from full page  
19 ads to two and one third page inserts.

20 Q. Could you explain what that is a little  
21 more.

22 A. It's a custom piece that's actually two  
23 sided with an extra third page fold. So it would be,  
24 you know, backed up -- two ads basically -- with an  
25 additional fold-out. So it was a more impactful ad,

1 more impactful piece. They call it insert because  
2 they are often printed separately, and, then,  
3 inserted in the magazine.

4 MR. WILLIAMS: Move for the admission of  
5 Exhibit 14.

6 (Exhibit No. 14 was offered into  
7 evidence.)

8 BY MR. WILLIAMS:

9 Q. If you'll refer now to what I've labeled  
10 Exhibit 15.

11 (Premarked Exhibit No. 15 was tendered to  
12 the witness.)

13 Can you identify this exhibit?

14 A. Yes. This is a chart that Keller Crescent  
15 provided Heaven Hill Distilleries to summarize the  
16 gross media impressions from the 2008-2009 media  
17 schedule.

18 Q. So this is representing the number of  
19 impressions that the advertising campaign that we  
20 just discussed in the prior exhibit was expected to  
21 provide to Heaven Hill's Hpnotiq?

22 A. Correct.

23 Q. If we could take a look at this by column,  
24 the publication -- I guess the same publications that  
25 we just talked about. What's the circulation column?

1           A.       Circulation is how many individuals the  
2 magazine reaches; how many individuals that the  
3 magazine goes to.

4           Q.       And can you explain what the readers per  
5 copy is?

6           A.       That's a pass-along number, which means  
7 that a consumer who either gets the magazine at their  
8 home or purchases the magazine, will often pass that  
9 magazine along to friends or family, or it might be  
10 in a doctor's office and other people see it. So  
11 other people are exposed to the advertising messages  
12 in that magazine.

13                 So it's not just the individual getting the  
14 magazine that's exposed to ads. It's all the other  
15 people that see that same issue are also exposed to  
16 those ads. And that's factored into the overall  
17 gross impressions.

18           Q.       And so the readers per copy is different  
19 for each of the publications. How do you develop  
20 that number?

21           A.       We don't develop it. It's done by a third  
22 party that is -- a third party that is given the  
23 number to each publication. It's third party  
24 research. It's not the publication saying this is  
25 how many people. It's an unbiased third party that

1 monitors that.

2 Q. And, so, is the per issue impressions,  
3 then, just the simple product of the circulation  
4 multiplied by the readers per copy?

5 A. That's correct.

6 Q. And, then, what is the number of  
7 insertions?

8 A. That's how many times we've run -- that  
9 the ad is run in the different issues.

10 Q. So, for example, for "Cosmopolitan", it  
11 says four. So it would have been placed in four  
12 different issues of "Cosmopolitan" in that time  
13 frame?

14 A. Correct.

15 Q. What does the total gross impressions  
16 represent?

17 A. That's taking the per issue impressions  
18 multiplied by the number of insertions to get your  
19 total gross impressions per magazine, which are then  
20 added together to get your total schedule gross  
21 impressions.

22 Q. So how many impressions was Heaven Hill  
23 able to create in its 2008-2009 advertising schedule  
24 for print advertising?

25 A. 116,358,394.

1                   MR. WILLIAMS: I move for the admission of  
2 Exhibit 15.

3                   (Premarked Exhibit No. 15 was offered into  
4 evidence.)

5 BY MR. WILLIAMS:

6           Q.       And since you've been involved with  
7 Hpnotiq brand liqueur, how has it been advertised and  
8 promoted in addition to this print -- these print  
9 type advertising campaigns?

10          A.       We've done, you know, primarily print, but  
11 we have done on occasion some outdoor billboards.  
12 We've done -- occasionally someone might need a local  
13 radio spot and those were done. And we did a lot of  
14 on- and off-premise point of sale signage.

15               And we also did on-line internet advertising, as  
16 well, for the brand.

17          Q.       What type of on-line advertising was done?  
18 Are you talking about a WEBSITE that they operate or  
19 something else?

20          A.       I was talking about banner ads. You know,  
21 ads that are on WEBSITES that promote, you know,  
22 Hpnotiq and that link people back to the Hpnotiq  
23 WEBSITE, or to a special drink page or promotion page  
24 or something like that.

25               We've also promoted Hpnotiq through contests and

1 sweepstakes and things like that that were advertised  
2 on-line, in magazines, on print, as well as, you  
3 know, signage on and off-premise.

4 Q. Can you give me some examples of the  
5 WEBSites where the banner advertising was run?

6 A. You know, a lot of times we would run --  
7 you know, we would run on A.O.L. During their  
8 instant message -- people who were using the instant  
9 message, we would have ads pop up on that.

10 A lot of WEBSites that had to do with nightlife  
11 and planning your going out. We also advertised on  
12 sites that dealt with planning parties, as well as  
13 sites that, you know, attracted our target audience.

14 One of the party sites was evite.com, which is  
15 one of the biggest on-line party planning sites in  
16 existence.

17 Those are just a few.

18 Q. And since Keller Crescent's involvement  
19 with the brand began, can you estimate the number of  
20 impressions that have been created by Heaven Hill's  
21 traditional marketing efforts?

22 A. Conservatively, just factoring in print,  
23 over a five-year period, you're probably looking at a  
24 half a billion impressions. And that doesn't even  
25 take into account all the other areas that people



1 would see Hpnotiq messaging, like on point of sale  
2 and P.R. hits and things like that, so...

3 Q. Several times we've mentioned or talked  
4 briefly about point of sale. Can you give me some  
5 more specific examples of the types of point of sale  
6 advertising and promotion that takes place at  
7 on-premise locations where Hpnotiq liqueur is sold?

8 A. Sure. On-premise, the typical point of  
9 sale are table tents or recipe cards that go in  
10 either acrylic holders that sit on a table or a bar  
11 to recipe booklets that might be handed out to  
12 patrons at a club or a bar to all kinds of -- you  
13 know, napkin holders signage, Hpnotiq signage on  
14 napkin holders, bar mats, posters featuring drink  
15 specials, match books, mint tins, and a variety of  
16 other things that are handed out on-premise.

17 Even tee shirts are given out to bar staff to  
18 wear as they are serving Hpnotiq or even to just  
19 patrons, to give away to patrons. A wide variety of  
20 things.

21 Q. Do you know if any of these table tents or  
22 drink recipe cards ever included the Hpnotizer drink?

23 A. I would imagine they probably did. Many,  
24 many Hpnotiq cocktails were featured over the years  
25 across the country, and it varied depending on the

1 account. So I would imagine it probably did get  
2 exposed.

3 Q. Earlier you testified that Heaven Hill's  
4 Hpnoti<sup>q</sup> mark is pronounced identically to the word  
5 hypnotic, even though it uses an unique spelling,  
6 H-P-N-O-T-I-Q.

7 Are you aware of the Hpnoti<sup>q</sup> mark being  
8 mispronounced?

9 A. It happens on occasion. Earlier in  
10 probably the product life -- you know, at the  
11 beginning of the product's life-span, it probably was  
12 occasionally mispronounced. I've heard it  
13 mispronounced, but for the most part, I've heard it  
14 pronounced correctly, Hpnoti<sup>q</sup>.

15 Q. When you have heard it mispronounced on  
16 those rare occasions, how has it been pronounced most  
17 commonly?

18 A. Hypnotique.

19 Q. Are you aware of people misspelling Heaven  
20 Hill's Hpnoti<sup>q</sup> mark?

21 A. Yes.

22 Q. How is it commonly misspelled?

23 A. It's commonly misspelled adding a "Y",  
24 H-Y-P-N-O-T-I-Q.

25 Q. Where have you encountered these

1 misspellings?

2 A. I've encountered it in media proposals  
3 from major magazines and entertainment sources trying  
4 to get our advertising business or even existing  
5 media partners that we had advertised for years with  
6 sending updated information or proposals spelling the  
7 brand incorrectly on the -- on a cover sheet or  
8 throughout a proposal.

9 So I've seen that more than a few times.

10 Q. Have you seen misspellings in other  
11 settings, as well?

12 A. I have seen it in articles about Hpnotiq,  
13 people writing about Hpnotiq; people on the internet  
14 talking about Hpnotiq or blogging. I've seen it, you  
15 know, often misspelled on the internet and in  
16 articles.

17 Q. If we could take a look at what I've  
18 labeled Exhibit 18.

19 (Premarked Exhibit No. 18 was tendered to  
20 the witness.)

21 Can you identify this exhibit?

22 A. This is a media proposal from Style.

23 Q. And what does it show on the first page?

24 A. It shows a misspelling of the brand  
25 Hpnotiq, spelled H-Y-P-N-O-T-I-Q.

1 Q. And did Style have prior involvement with  
2 Heaven Hill and Hpnotiq before making this proposal?

3 A. Yes. We had talked to the Style Network  
4 before, so they were very familiar with Hpnotiq.

5 Q. If I could ask you to take a look at  
6 Page 4 of that exhibit. Approximately in the middle  
7 of the page, it includes a bullet point that reads:  
8 "Includes sponsor logo and VO identification."

9 What does VO identification mean?

10 A. Voice over.

11 Q. What would a voice over identification --  
12 so that means --

13 A. It would be a verbal recognition of  
14 Hpnotiq.

15 Q. So as part of the sponsorship, not only  
16 would Hpnotiq appear in the commercial, or whatever  
17 else that they are doing there, they would have an  
18 announcer that would be talking over it so somebody  
19 in a room with a T.V., even if not looking at the  
20 T.V., would still be made aware of the Hpnotiq brand  
21 and promotion?

22 A. Yes, correct.

23 MR. WILLIAMS: I move for the admission of  
24 Exhibit 18.

25

1 (Exhibit No. 18 was offered into  
2 evidence.)

3 BY MR. WILLIAMS:

4 Q. Now, if you would look at Exhibit 19.

5 (Premarked Exhibit No. 19 was tendered to  
6 the witness.)

7 Can you identify this exhibit?

8 A. This is another media proposal, but this  
9 is from the E! Network.

10 Q. And what does it show on the first page?

11 A. It shows a misspelling of the brand name  
12 Hpnnotiq, spelled H-Y-P-N-O-T-I-Q.

13 Q. Had E! had prior interaction with Heaven  
14 Hill and the Hpnnotiq brand before making these  
15 proposals?

16 A. Yes. Hpnnotiq had been featured on E!  
17 prior to this proposal at events, Hpnnotiq events,  
18 many times and we had received other proposals from  
19 them in the past.

20 Q. Does the proposal for E! also include a  
21 voice over identification on the mark?

22 A. Yes.

23 Q. And where is that -- where do you see  
24 that?

25 A. Second page at the top, "Includes sponsor

1 logo on the voice over identification."

2 MR. WILLIAMS: I move for the admission of  
3 Exhibit 19.

4 (Exhibit No. 19 was offered into  
5 evidence.)

6 BY MR. WILLIAMS:

7 Q. So, then, it's fair to say that even when  
8 there's a lot at stake, such as a business proposal  
9 or promotion of an event, it's not uncommon for  
10 others to spell Hpnotiq incorrectly, and most  
11 commonly it's spelled H-Y-P-N-O-T-I-Q?

12 A. That's correct.

13 Q. To this point, we've talked a lot about  
14 traditional marketing Heaven Hill has used to promote  
15 its Hpnotiq liqueur.

16 Are you aware of Heaven Hill also employing less  
17 traditional methods?

18 A. Yes.

19 Q. And how, if at all, has Keller Crescent  
20 been involved in those less traditional advertising  
21 methods?

22 A. Well, I mean, we have been at some of the  
23 events, you know, surrounding Hpnotiq. So we have  
24 been exposed to them over the years, the less  
25 traditional methods.

1 Q. If I could ask you to take a look at  
2 Exhibit 24.

3 (Premarked Exhibit No. 24 was tendered to  
4 the witness.)

5 Can you identify this exhibit?

6 A. This is an article from "Indiana Business  
7 Magazine".

8 Q. What was the general subject matter of  
9 that article?

10 A. General -- let's see -- brand awareness.

11 Q. And does this article specifically refer  
12 to Keller Crescent's efforts in assisting Heaven Hill  
13 in building brand awareness for its Hpnotiq liqueur?

14 A. Yes, it does.

15 Q. If I could refer you to the bottom of  
16 Page 2 and the top of Page 3 of the article. What  
17 specifically does it say about Heaven Hill's Hpnotiq  
18 brand and Keller Crescent's advertising or efforts on  
19 behalf of promoting that brand?

20 A. It talks about the campaign, the  
21 successful campaign that we developed for Hpnotiq,  
22 with the very unique look and approach that, you  
23 know, quickly communicated to consumers what Hpnotiq  
24 was all about in an interesting way.

25 And by using a distinctive art look, which is

1 optical art, we created a hypnotic look and feel for  
2 the brand through the advertising.

3 Q. Can you explain a little bit about what  
4 the term optical art means?

5 A. It's a style of art that is two-  
6 dimensional art, but when it's viewed it actually  
7 appears to move, and that's simply done through  
8 two-dimensional means. It's been a style that's been  
9 employed over -- you know, that was started decades  
10 ago, but is still being used today, and we thought  
11 that that was a very appropriate type of art to  
12 associate with Hpnotiq, because it gives sort of a  
13 hypnotic look and feel when you view the art,  
14 movement and swirling that people associate with  
15 hypnosis.

16 Q. So, then, part of the goal of the  
17 advertising campaigns and the creative material that  
18 Keller Crescent worked with Heaven Hill to develop  
19 for the Hpnotiq brand was to build on this connection  
20 or association consumers already had with hypnosis  
21 and hypnotism as related to the Hpnotiq brand?

22 A. That's correct.

23 Q. Are you familiar with the applicant in  
24 this proceeding, Diallo Yassinn Patrice?

25 A. Only in reference to the opposition.



1           Q.       So you are aware, then, that Mr. Diallo is  
2 seeking to register Hypnotizer as a trademark for:  
3 Alcoholic beverage produced from a brewed malt base  
4 with natural flavors, alcoholic beverages of fruit,  
5 alcoholic fruit extracts, alcoholic malt coolers,  
6 alcoholic punch, cachaca, cognac, distilled spirits,  
7 fruit wine, gin, hard cider, natural sparkling wines,  
8 prepared alcoholic cocktails, prepared wine  
9 cocktails, rum, sparkling fruit wine, sparkling grape  
10 wine, sparkling wines, tequila, vodka, whiskey, wine  
11 coolers, and wines?

12           A.       Yes.

13           Q.       If you could take a look now at what I've  
14 labeled as Exhibit 33.

15                   (Premarked Exhibit No. 33 was tendered to  
16 the witness.)

17           Can you identify this?

18           A.       This is a page from dictionary.com. It's  
19 the word hypnotic. This is the dictionary meaning of  
20 the word hypnotic.

21           Q.       I think you're looking at Exhibit 32.

22           A.       I'm sorry.

23           Q.       Exhibit 33.

24           A.       It's hypnotize. It's from dictionary.com.

25           Q.       I went out of order on you.

1 Please spell the pronunciation guide for  
2 hypnotize?

3 A. H-Y-P-N-O-T-I-Z-E.

4 Q. That's the spelling.

5 A. Oh, spell the pronunciation guide. I'm  
6 sorry.

7 H-I-P, N-U-H, T-A-H-Y-Z.

8 Q. Could you please read definition four for  
9 the record?

10 A. "To practice hypnosis; put or be able to  
11 be put others into a hypnotic state."

12 Q. So it's clear that the term hypnotize, in  
13 at least one sense, relates to the ability to put  
14 others in a hypnotic state?

15 A. Yes.

16 MR. WILLIAMS: I move for the admission of  
17 Exhibit 33.

18 (Exhibit No. 33 was offered into  
19 evidence.)

20 BY MR. WILLIAMS:

21 Q. Now, if we could look back at Exhibit 32.

22 (Premarked Exhibit No. 32 was tendered to  
23 the witness.)

24 Could you identify this, please?

25 A. This is the dictionary.com, Page 4, the

1 definition of hypnotic.

2 Q. Could you spell the pronunciation guide  
3 for hypnotic?

4 A. H-I-P, N-O-T, I-K.

5 Q. Could you read definitions one and two for  
6 the record, please.

7 A. "Of or pertaining to hypnosis or  
8 hypnotism."

9 Number two, "inducing or like something that  
10 induces hypnosis."

11 Q. So it's clear the term hypnotic relates to  
12 hypnosis and hypnotism?

13 A. Yes.

14 Q. Based on your experience with Heaven  
15 Hill's HpnotiQ mark, do consumers also associate that  
16 mark with the terms hypnotic, hypnosis and hypnotism?

17 A. Yes.

18 Q. Based on the pronunciation guides you  
19 reviewed and your knowledge of the common  
20 pronunciation of Heaven Hill's HpnotiQ mark, are  
21 Heaven Hill's HpnotiQ mark and Mr. Diallo's  
22 Hypnotizer mark similar in sound?

23 A. Yes.

24 Q. In what manner?

25 A. The beginning is the same, and the second

1 syllable is very close, Nuh versus hip-nuh. So they  
2 are very, very similar.

3 Q. And if Heaven Hill's Hpnotiq product and  
4 Mr. Diallo's Hypnotizer product were available in the  
5 same off-premise outlets, would Mr. Diallo's  
6 Hypnotizer goods be sold in close proximity to Heaven  
7 Hill's Hpnotiq goods?

8 A. Yes.

9 Q. And in such off-premise outlets, would  
10 consumers have to on occasions make oral requests for  
11 the parties' respective products?

12 A. Yes.

13 Q. If Heaven Hill's Hpnotiq product and Mr.  
14 Diallo's Hypnotizer product were available in the  
15 same on-premise venues, would the parties' respective  
16 products tend to be promoted and ordered orally?

17 A. Yes.

18 Q. Would the parties' respective products  
19 also tend to be promoted orally by bartenders or  
20 other waitstaff?

21 A. Yes.

22 Q. And as a marketing professional, do you  
23 believe Mr. Diallo intends to target the same  
24 audience as Heaven Hill targets for its Hpnotiq  
25 product?

1 A. Yes.

2 Q. And why is that?

3 A. Well, I think that with a name like  
4 Hypnotizer, he's probably trying to go for someone  
5 that is looking for a fun drink -- probably women, a  
6 lot of women -- which is one of the primary target  
7 groups for Hpnotiq. And just the nature of the name  
8 would lead me to believe it would be a very similar  
9 target audience.

10 And Hpnotiq reaches -- you know, appeals to a  
11 wide variety of people. Even though we have a very  
12 specific target audience, a lot of different type of  
13 people drink it. So the chances that his product --  
14 there would be overlap is very great in my opinion.

15 Q. And based on your experience and expertise  
16 in the marketing of beverage, alcohol products, do  
17 you have an opinion as to whether Mr. Diallo's  
18 proposed use of the Hypnotizer mark on these products  
19 will harm Heaven Hill?

20 A. Yes, I believe it would.

21 Q. What is your opinion?

22 A. My opinion is that it would cause  
23 confusion in the marketplace, both on- and  
24 off-premise; that people would perhaps think that  
25 they are ordering Hpnotiq, spelled H-P-N-O-T-I-Q, our

1 brand, and perhaps getting his brand or vice versa.

2 You know, Hpnotiq definitely owns the mindshare  
3 associated with that brand, and to have someone come  
4 in and cause confusion or dilute that would be a  
5 negative to the brand.

6 MR. WILLIAMS: I think we're done. Can we  
7 go off the record for a minute.

8 (DISCUSSION OFF THE RECORD.)

9 MR. WILLIAMS: This will conclude the  
10 deposition of Norman Drew Wesley. We will take a  
11 break and reconvene at the scheduled time for the  
12 next deposition.

13 (Deposition concluded at 10:05 a.m.)  
14  
15  
16  
17  
18  
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20  
21  
22  
23  
24  
25

NORMAN DREW WESLEY

STATE OF KENTUCKY )

) SS:

ERRATA

COUNTY OF JEFFERSON )

I HAVE READ THE FOREGOING PAGES, AND THE  
STATEMENTS CONTAINED THEREIN (SUBJECT TO CORRECTIONS,  
ADDITIONS AND DELETIONS CONTAINED IN THE ADDENDUM  
ANNEXED HERETO, IF ANY), AND THEY ARE TRUE AND  
CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

\_\_\_\_\_  
NORMAN DREW WESLEY

SUBSCRIBED AND SWORN TO BEFORE ME BY

\_\_\_\_\_ THIS \_\_\_\_\_ DAY OF  
\_\_\_\_\_, 2010.

MY COMMISSION EXPIRES: \_\_\_\_\_.

\_\_\_\_\_  
NOTARY PUBLIC

NORMAN DREW WESLEY

1 STATE OF KENTUCKY )

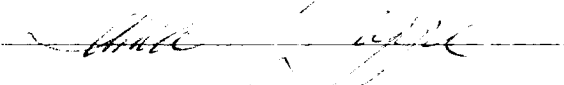
2 ) SS:

3 COUNTY OF JEFFERSON )

4  
5 I, DONNA CHUPPE, A NOTARY PUBLIC, STATE  
6 AND COUNTY AFORESAID, DO HEREBY CERTIFY THAT THE  
7 ABOVE AND FOREGOING IS A TRUE, CORRECT AND COMPLETE  
8 TRANSCRIPT OF THE DEPOSITION OF NORMAN DREW WESLEY  
9 TAKEN AT THE LAW OFFICES OF WYATT, TARRANT & COMBS,  
10 2800 PNC PLAZA, 500 WEST JEFFERSON STREET,  
11 LOUISVILLE, KENTUCKY, ON JANUARY 22, 2010, AT  
12 APPROXIMATELY 9:12 A.M. FOR THE PURPOSE SET OUT IN  
13 THE CAPTION HEREOF; THAT THE WITNESS WAS DULY SWORN  
14 BY ME BEFORE GIVING TESTIMONY; THAT THE SAID  
15 DEPOSITION WAS TAKEN BY ME STENOGRAPHICALLY AND  
16 AFTERWARDS TRANSCRIBED UNDER MY DIRECTION; THAT THE  
17 APPEARANCES WERE AS SET OUT IN THE CAPTION HEREOF  
18 REFLECTING THAT MR. DIALLO WAS NOT PRESENT.

19 GIVEN UNDER MY HAND AS NOTARY PUBLIC AFORESAID,  
20 THIS 30TH DAY OF JANUARY, 2010.

21 MY COMMISSION EXPIRES: SEPTEMBER 29, 2013.

22  
23   
24 DONNA CHUPPE  
25 NOTARY PUBLIC AND COURT REPORTER  
NOTARY NUMBER: 401616



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**ERRATA SHEET**

Style: HEAVEN HILL DISTILLERIES, INC. vs. DIALLO YASSINN PATRICE  
Case No.: Opposition No. 91183753; Serial No. 77/266,196; Mark: HYPNOTIZER  
Intl Class: 033

After having read my deposition, I wish to make the following changes:

Page: 30 Line: 18  
Change: Hypotique to Hypnotique  
Reason for change: misspelled

Page: 36 Line: 1  
Change: Hpnoti9 to hypnotic  
Reason for change: misspelled

Page: 7 Line: 9  
Change: Mass Communications and Marketing  
Reason for change: clarification

Page: 7 Line: 23  
Change: Keller Crescent Advertising  
Reason for change: correct name

Page: 9 Line: 6  
Change: "I" works very closely not It's work...  
Reason for change: misspelled

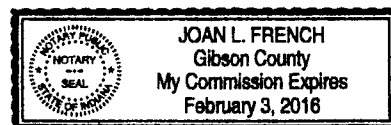
I am therefore signing my deposition conditioned on the fact the above noted shall be entered upon the deposition.

[Signature]  
Signature of Deponent

Subscribed and sworn to before me by: [Signature]  
This 30 day of March, 2010.

[Signature]  
Signature of Notary Public

**\*\*If there are no changes to be made, simply write the word "None" on this sheet, sign and notarize.**



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**ERRATA SHEET**

Style: HEAVEN HILL DISTILLERIES, INC. vs. DIALLO YASSINN PATRICE  
Case No.: Opposition No. 91183753; Serial No. 77/266,196; Mark: HYPNOTIZER  
Intl Class: 033

After having read my deposition, I wish to make the following changes:

Page: 12 Line: 21  
Change: "want this brand" not "what this brand"  
Reason for change: misspelled

Page: 22 Line: 17  
Change: Phillip Crescent needs to say Keller Crescent Advertising  
Reason for change: typo

Page: 25 Line: 23  
Change: "It's third party research"  
Reason for change: clarification of wording

Page: 27 Line: 13  
Change: radio spot not slot  
Reason for change: typo

Page: 28 Line: 3  
Change: on and off premise (adding and)  
Reason for change: clarification

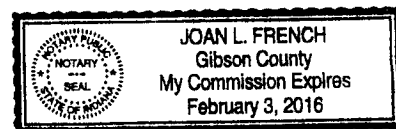
I am therefore signing my deposition conditioned on the fact the above noted shall be entered upon the deposition.

Signature of Deponent

Subscribed and sworn to before me by: N. Drew Wesley  
This 28 day of March, 2010.

Signature of Notary Public

**\*\*If there are no changes to be made, simply write the word "None" on this sheet, sign and notarize.**



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**ERRATA SHEET**

Style: HEAVEN HILL DISTILLERIES, INC. vs. DIALLO YASSINN PATRICE  
Case No.: Opposition No. 91183753; Serial No. 77/266,196; Mark: HYPNOTIZER  
Infl Class: 033

After having read my deposition, I wish to make the following changes:

Page: 33 Line: 12  
Change: Hypnotic to HPNOTIA in "misspelling of the  
Reason for change: brand name Hypnotic" - incorrect

Page: \_\_\_\_\_ Line: \_\_\_\_\_  
Change: \_\_\_\_\_  
Reason for change: \_\_\_\_\_

Page: \_\_\_\_\_ Line: \_\_\_\_\_  
Change: \_\_\_\_\_  
Reason for change: \_\_\_\_\_

Page: \_\_\_\_\_ Line: \_\_\_\_\_  
Change: \_\_\_\_\_  
Reason for change: \_\_\_\_\_

Page: \_\_\_\_\_ Line: \_\_\_\_\_  
Change: \_\_\_\_\_  
Reason for change: \_\_\_\_\_

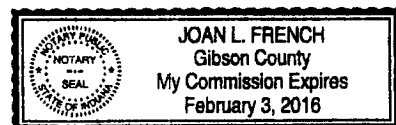
I am therefore signing my deposition conditioned on the fact the above noted shall be entered upon the deposition.

Signature of Deponent [Signature]

Subscribed and sworn to before me by: [Signature]  
This 14 day of March, 2010.

Signature of Notary Public [Signature]

**\*\*If there are no changes to be made, simply write the word "None" on this sheet, sign and notarize.**



NORMAN DREW WESLEY

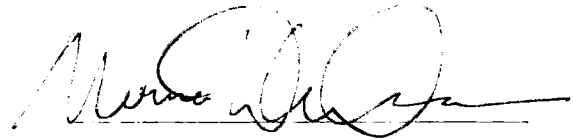
STATE OF KENTUCKY )

) SS:

ERRATA

COUNTY OF JEFFERSON )

I HAVE READ THE FOREGOING PAGES, AND THE  
STATEMENTS CONTAINED THEREIN (SUBJECT TO CORRECTIONS,  
ADDITIONS AND DELETIONS CONTAINED IN THE ADDENDUM  
ANNEXED HERETO, IF ANY), AND THEY ARE TRUE AND  
CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.



NORMAN DREW WESLEY

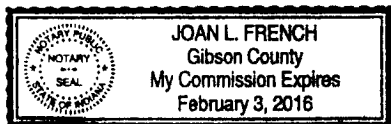
SUBSCRIBED AND SWORN TO BEFORE ME BY

Norman Drew Wesley THIS 29<sup>th</sup> DAY OF

March, 2010.

MY COMMISSION EXPIRES:

2/3/2016

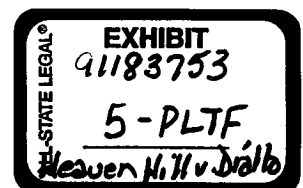
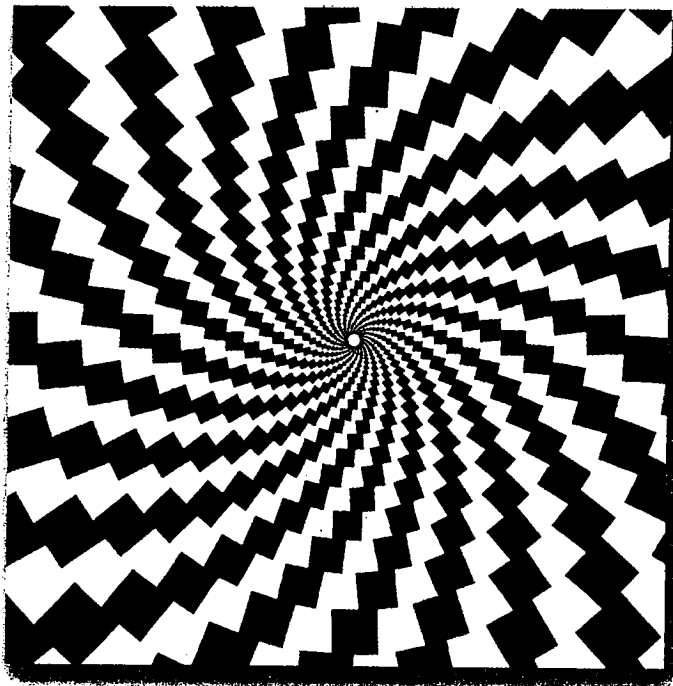


Joan L. French  
NOTARY PUBLIC

***Heaven Hill Distilleries, Inc. vs. Yassin Patrice Diallo***  
**Opposition No. 91183753**

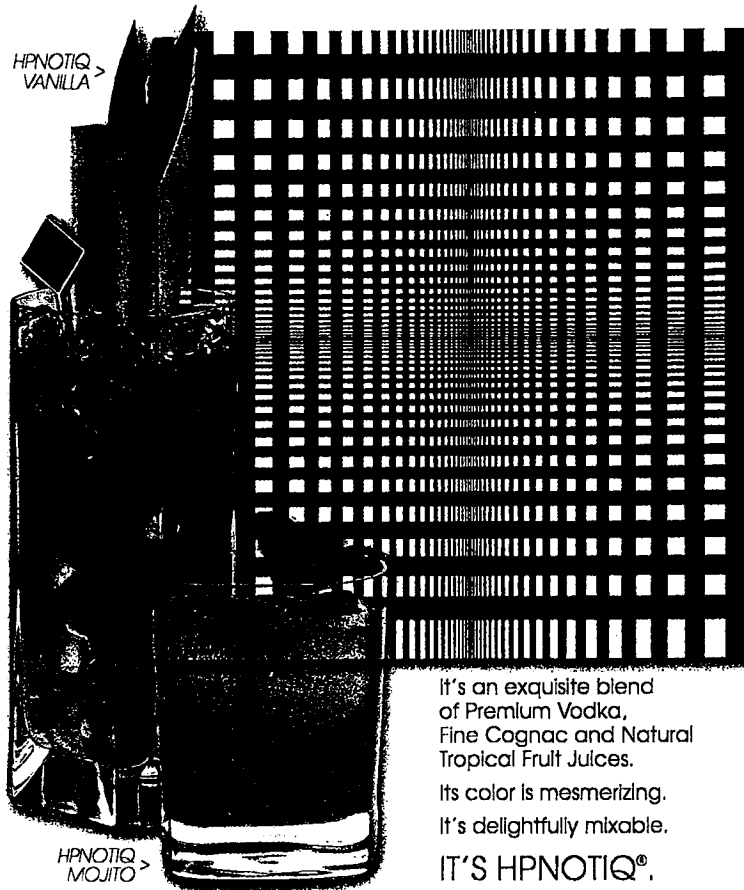
**Trial Testimony Deposition Exhibits**  
**D. Wesley**

IRRESISTIBLY DIFFERENT



IT'S IRRESISTIBLY DIFFERENT.

HPNOTIQ  
VANILLA



It's an exquisite blend  
of Premium Vodka,  
Fine Cognac and Natural  
Tropical Fruit Juices.

Its color is mesmerizing.

It's delightfully mixable.

IT'S HPNOTIQ®.

## MOST POPULAR PIQS

### HPNO~Tini

2 oz. HPNOTIQ

1 oz. super premium vodka

Splash of lemon juice

Shake well, strain into a martini glass.

Garnish with a lemon, lime twist or  
star fruit slice.

### HPNOTIQ Breeze

1 oz. HPNOTIQ

1/2 oz. super premium coconut rum

Splash of pineapple juice

Shake well or blend.

Pour into a rocks or hurricane glass.

Garnish with a pineapple wedge.

### HPNOTIQ Mimosa (Hpnosia)

2 oz. HPNOTIQ

2 oz. Champagne

Pour chilled HPNOTIQ and  
Champagne into a Champagne flute.

Garnish with a lemon twist  
or orange wheel.

# MYSTIQ MARTINIS

## The Blue Fin Martini

1 oz. HPNOTIQ®  
2 oz. super premium citrus vodka  
Splash of white cranberry juice  
Shake with ice, pour into an old-fashioned glass. Garnish with a Swedish Fish.

*The Blue Fin - W Hotel, NYC*

## HPNOTIQ Cosmo

2 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of white cranberry juice  
Shake with ice, strain into a chilled martini glass. Garnish with a lemon or lime twist.

## HPNOTIQ Caramel Applefani

1 oz. HPNOTIQ  
2 oz. sour apple liqueur  
1/2 oz. butter schnapps  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.

## The Blue Grotto

1 oz. HPNOTIQ  
2 oz. super premium gin  
Shake with ice, strain into a martini glass. Garnish with a star fruit slice.

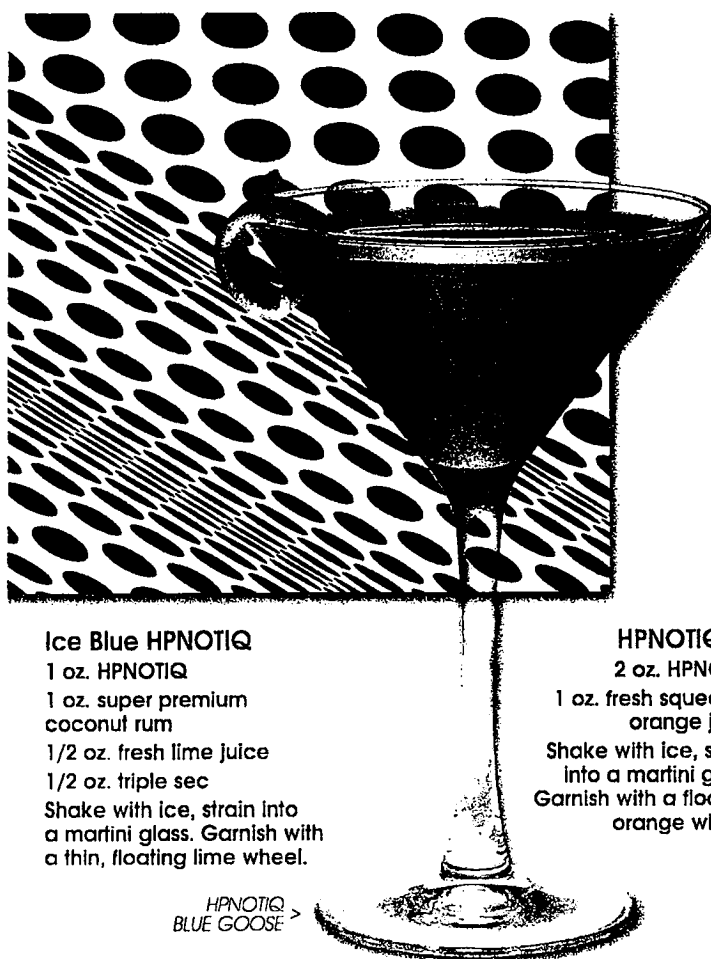
## HPNOTIQ Cotton Candy

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1 oz. sugar water  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.

*Touche OP - KS*

## HPNOTIQ Blue Goose

2 oz. HPNOTIQ  
1 oz. Grey Goose® Vodka  
Splash of pineapple juice  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.



## Ice Blue HPNOTIQ

1 oz. HPNOTIQ  
1 oz. super premium coconut rum  
1/2 oz. fresh lime juice  
1/2 oz. triple sec  
Shake with ice, strain into a martini glass. Garnish with a thin, floating lime wheel.

## HPNOTIQ~O

2 oz. HPNOTIQ  
1 oz. fresh squeezed orange juice  
Shake with ice, strain into a martini glass. Garnish with a floating orange wheel.



# MYSTIQ MARTINIS

## HPNOTIQ® Sake

2 oz. HPNOTIQ  
2 oz. cold sake  
Splash of pineapple juice  
Shake with ice, strain into a martini glass. Garnish with a pineapple slice.

## Gorgeous Giselle's Bluebird

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium coconut rum  
Splash of lime juice  
Shake with ice, strain into a coconut-rimmed martini glass.

## HPNOTIQ Jazzini

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1/2 oz. white grape juice  
Shake with ice, strain into a martini glass. Garnish with a grape.

## HPNOTIQ Wet

2 oz. HPNOTIQ  
1 oz. Beefeaters Wet® Gin  
Shake with ice, strain into a martini glass. Garnish with a lemon and lime twist.

## HPNOTIQ Fuzzy

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1 oz. peach schnapps  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.  
*Touches OP - KS*

## Red, White, and HPNOTIQ Blue

2 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of lemon-lime soda  
Grenadine  
Shake with ice, strain into a martini glass and slowly add a touch of grenadine. Garnish with chopped coconut.

## HPNOTIQ Melotini

1 oz. HPNOTIQ  
1/2 oz. super premium coconut rum  
1/2 oz. Midori®  
2 oz. margarita mix  
Shake well with ice and strain into a sugar-rimmed martini glass. Garnish with a lime wheel and cherry.

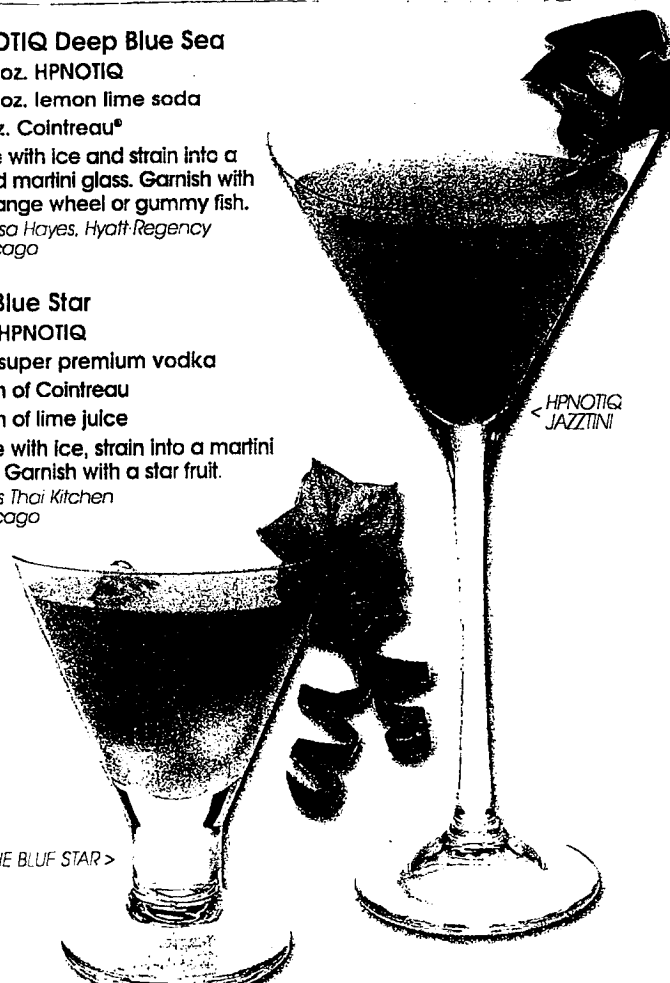
## HPNOTIQ Deep Blue Sea

1 1/2 oz. HPNOTIQ  
1 1/2 oz. lemon lime soda  
1/2 oz. Cointreau®  
Shake with ice and strain into a chilled martini glass. Garnish with an orange wheel or gummy fish.  
*Vanessa Hayes, Hyatt Regency - Chicago*

## The Blue Star

2 oz. HPNOTIQ  
2 oz. super premium vodka  
Splash of Cointreau  
Splash of lime juice  
Shake with ice, strain into a martini glass. Garnish with a star fruit.  
*Vong's Thai Kitchen - Chicago*

THE BLUE STAR >



# MYSTIQ MARTINIS

## HPNOTIQ® Sleeping Beauty

1/2 oz. HPNOTIQ  
1/2 oz. Bourbon  
1/2 oz. banana liqueur  
1/2 oz. grapefruit juice  
Shake well with ice and strain  
into a martini glass.  
Garnish with a cherry.

*Winning recipe in the Cocktail  
Competition 2004 held by N.B.A.  
~ Japan*

## HPNOTizer

2 oz. HPNOTIQ  
1/2 oz. triple sec  
1 oz. white cranberry juice  
Shake well, strain into a martini  
glass. Garnish with a lemon twist.

*Keith Saunders, Hotel Captain Cook  
~ Anchorage, AK*

## HPNO~Blue Sea

2 oz. HPNOTIQ  
1 oz. super premium  
vodka  
Shake well, strain into a  
martini glass. Top with  
whipped cream and an  
orange wheel.

## HPNOTIQ Water Grace

1/2 oz. HPNOTIQ  
1 oz. gin  
Splash of lemon juice  
Splash of peach syrup  
Shake well with ice and strain into  
a martini glass. Garnish with a  
peach slice.

*Winning recipe in the Cocktail  
Competition 2004 held by N.B.A.  
~ Japan*

## HPNOTIQ Swiss Alps

2 oz. HPNOTIQ  
2 oz. white crème de cacao  
Shake with ice and strain  
into a chilled martini glass.  
Garnish with white chocolate.

## Wild Blue HPNOTIQ

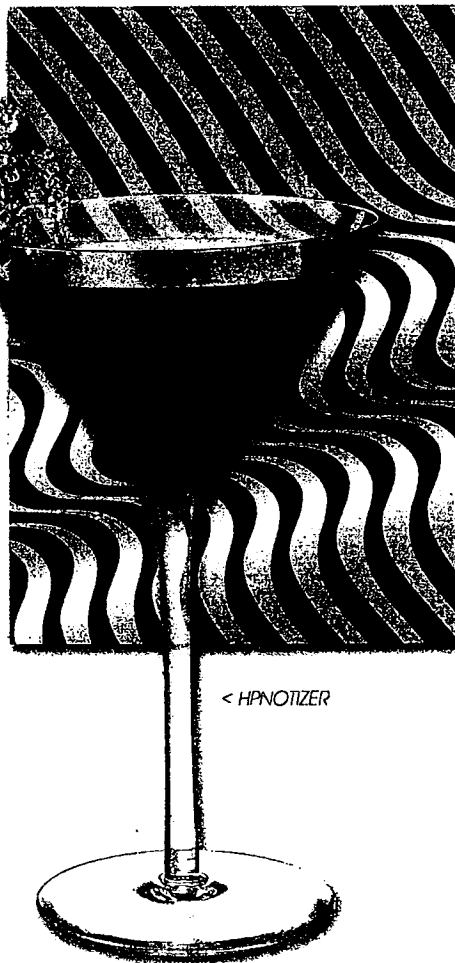
1 1/2 oz. HPNOTIQ  
3/4 oz. white cranberry juice  
1/2 oz. Cointreau®  
Shake with ice, strain into a  
martini glass. Garnish  
with a cherry.

## HPNOTIQ

### Liquid Massage

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium  
orange vodka  
Splash of pineapple juice  
Shake HPNOTIQ and  
orange vodka well with  
ice and strain into a  
martini glass. Add a  
splash of pineapple juice  
and garnish with an  
orange twist.

*Chad Willis, The Grove Park Inn  
~ Asheville, NC*



# MYSTIQ MARTINIS

## Astrono~TIQ

2 oz. HPNOTIQ  
1 oz. super premium vodka  
8 drops Campari®  
Shake well, strain into a martini glass. Add 8 drops of Campari and do not stir.

## Aqua~Marine

2 oz. HPNOTIQ  
1 oz. pineapple juice  
1 oz. crème de banana  
Shake well, strain into a martini glass.  
Garnish with a pineapple slice.  
*Bill Creek, Omni Hotel - Dallas*

## HPNOTIQ® Veronica

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium coconut rum  
1/2 oz. raspberry liqueur  
Splash of Jagermeister®  
Layer raspberry liqueur on the bottom of a chilled martini glass. Shake HPNOTIQ and coconut rum with ice, strain into the martini glass and gently layer Jagermeister on top. Garnish with a cherry.

## Avalanche

1 1/2 oz. HPNOTIQ  
1 oz. super premium vodka  
2 oz. lychee juice  
Shake with ice, strain into a martini glass. Garnish with a lychee fruit.  
*Signature drink of Ava at the Mirage Casino - Las Vegas*

## Tigress Martini

2 oz. HPNOTIQ  
1 oz. super premium tequila  
1/2 oz. orange liqueur  
3 mint leaves  
Muddle mint leaves in shaker, add HPNOTIQ, tequila and orange liqueur. Strain into chilled martini glass.  
*Toni Parker, Hilton - Chicago*

## HPNOTIQ Blue Oasis

2 oz. HPNOTIQ  
1 oz. Hendricks® Gin  
1/2 oz. sour mix  
Splash of Blue Curaçao  
Shake well and strain into a chilled martini glass.  
Garnish with a lemon slice.  
*Lauren Fox, Oasis - L.A.*

## HPNOTIQ Bonnie Blue

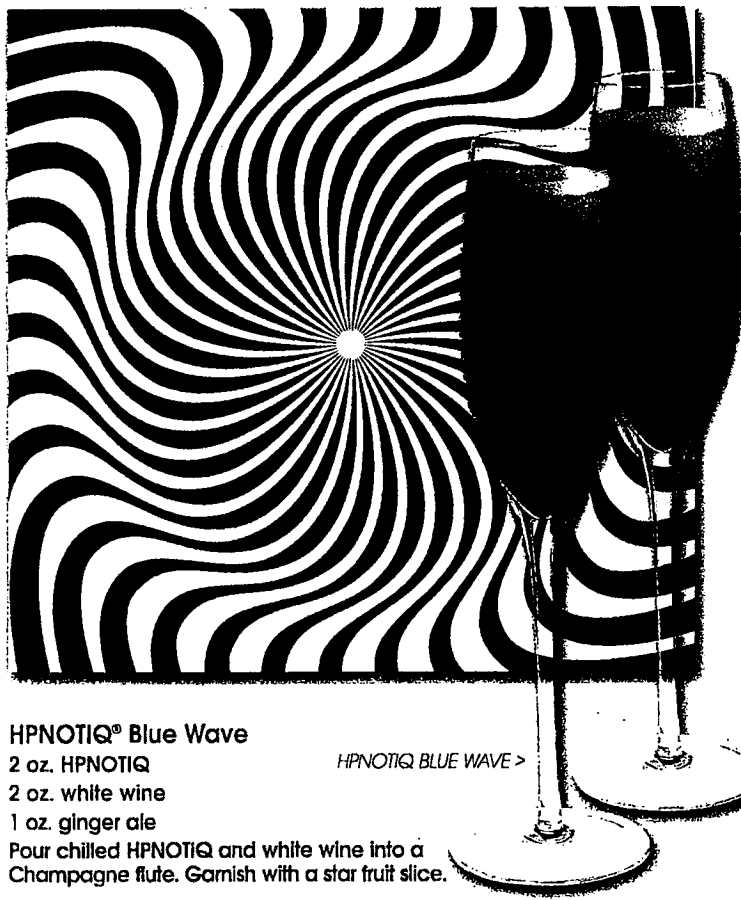
1 1/4 oz. HPNOTIQ  
3/4 oz. triple sec  
3/4 oz. sweet and sour  
Shake well, strain into a martini glass.  
Garnish with a lemon slice.  
*Alistair Code, Hilton - Grapevine, TX*

## Couchette

1 1/4 oz. HPNOTIQ  
1 1/4 oz. super premium citrus vodka  
1 oz. sour mix  
Splash of lemon-lime soda  
Shake with ice, strain into a martini glass.  
Garnish with a lemon twist.  
*Signature drink of Risqué at the Paris Casino - Las Vegas*



## CHIQ WITH CHAMPAGNE



### HPNOTIQ® Blue Wave

2 oz. HPNOTIQ

2 oz. white wine

1 oz. ginger ale

Pour chilled HPNOTIQ and white wine into a Champagne flute. Garnish with a star fruit slice.

HPNOTIQ BLUE WAVE >

### HPNOTIQ Heaven

2 oz. HPNOTIQ

2 oz. Champagne

1 oz. Chambord®

Pour chilled HPNOTIQ and Champagne into a Champagne flute. Slowly add Chambord. Garnish with cherries.

### HPNOTIQ Dreamy (Bellini)

2 oz. HPNOTIQ

1 oz. peach schnapps

Champagne

Pour HPNOTIQ and peach schnapps into a Champagne flute. Top with Champagne. Garnish with a peach slice.

### HPNOTIQ Lemonade

2 oz. HPNOTIQ

1 oz. Lemoncello

1 oz. Champagne

Splash of lime juice

Pour chilled HPNOTIQ, Lemoncello and Champagne into a Champagne flute. Add a splash of lime juice. Garnish with a lemon twist.

### HPNOTIQ Nirvana

2 oz. HPNOTIQ

2 oz. Champagne

Grenadine

Pour chilled HPNOTIQ and Champagne into a Champagne flute. Slowly add a touch of grenadine. Garnish with a strawberry.

*Gaylord Lamy, Dunes Bar - Boston*

### HPNOTIQ Metropolitan

1 1/2 oz. HPNOTIQ

1 1/2 oz. white cranberry juice  
Champagne

Pour chilled HPNOTIQ, white cranberry juice and Champagne into a Champagne flute. Garnish with a cranberry or a strawberry.

### Mionetto Passion

1/2 oz. HPNOTIQ

1/2 oz. super premium vodka

1 oz. orange juice

Top with Champagne

Shake with ice, strain into a martini glass. Garnish with a flaming orange peel.

*- Dale DeGross*

# EXOTIQ COCKTAILS

## HPNOTIQ® Patriotic Margarita

1 oz. HPNOTIQ  
1 oz. super premium dark rum  
1 oz. coconut milk  
1 oz. fresh lime juice  
1 oz. pineapple juice  
1 oz. sweetened strawberry puree  
1/2 cup crushed ice  
Combine rum, coconut milk, lime juice, pineapple juice, strawberry puree and ice in a blender. Pour HPNOTIQ into a margarita glass and layer blended mix on top. Garnish with coconut flakes or use a salt-rimmed glass as a variation.

## HPNOTIQ Patriotic

2 oz. HPNOTIQ  
2 oz. super premium coconut rum  
Splash of pineapple juice  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ Sangria

2 oz. HPNOTIQ  
4 oz. red wine  
1 oz. orange juice  
Shake with ice and strain into an ice-filled glass.

## HPNOTIQ Ice Breaker

2 oz. HPNOTIQ  
Splash of peppermint schnapps  
Layer over ice in a rocks glass.

## HPNOTIQ Juleptini

1 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of white crème de menthe  
Squeeze of lime  
Muddle 2 mint sprigs in bottom of glass. Add ingredients with crushed ice and stir.  
Garnish with a mint leaf.

## HPNOTIQ Berry Sour

2 oz. HPNOTIQ  
1 oz. super premium strawberry vodka  
Splash of sour mix  
Splash of cranberry juice  
Pour over ice in a rocks glass.  
Garnish with a cherry.

## HPNOTIQ Mojito (HPNO~Hito)

1 oz. HPNOTIQ  
2 oz. super premium white rum  
3 oz. club soda  
Muddle 6 fresh mint leaves in the bottom of a glass. Add HPNOTIQ, rum, crushed ice and stir.  
Garnish with a mint sprig and top with club soda.

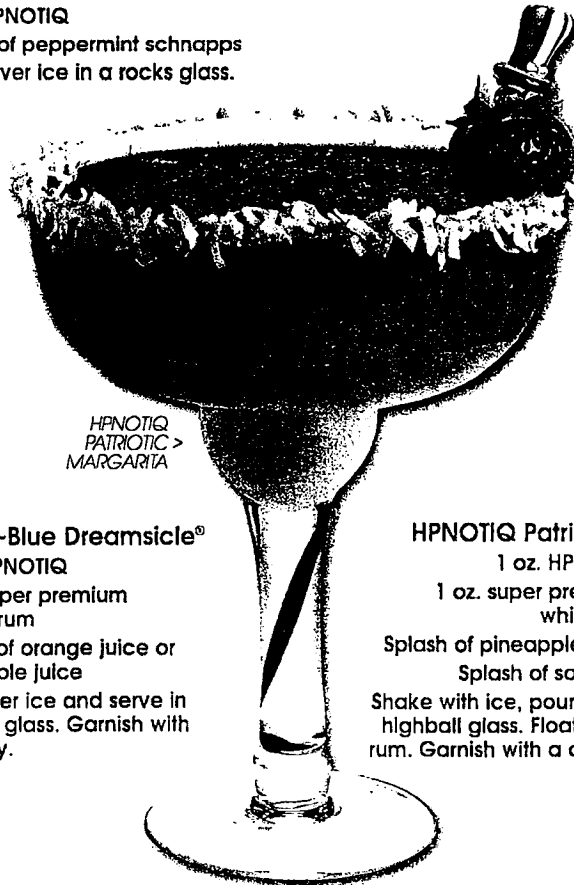
HPNOTIQ  
PATRIOTIC >  
MARGARITA

## HPNO~Blue Dreamsicle®

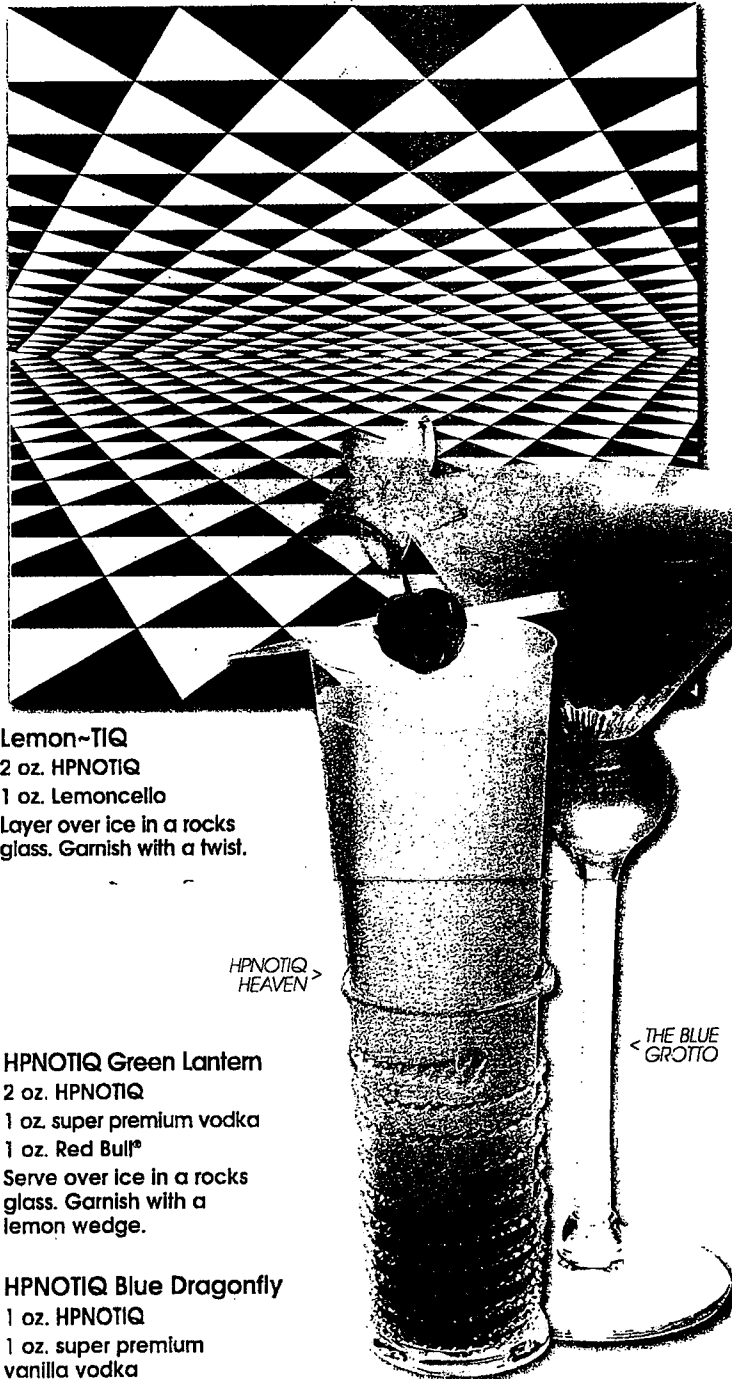
2 oz. HPNOTIQ  
2 oz. super premium vanilla rum  
Splash of orange juice or pineapple juice  
Pour over ice and serve in a rocks glass. Garnish with a cherry.

## HPNOTIQ Patriotic II

1 oz. HPNOTIQ  
1 oz. super premium white rum  
Splash of pineapple juice  
Splash of sour mix  
Shake with ice, pour into a highball glass. Float white rum. Garnish with a cherry.



## EXOTIQ COCKTAILS



### Lemon-TIQ

2 oz. HPNOTIQ

1 oz. Lemoncello

Layer over ice in a rocks glass. Garnish with a twist.

HPNOTIQ  
HEAVEN

### HPNOTIQ Green Lantern

2 oz. HPNOTIQ

1 oz. super premium vodka

1 oz. Red Bull®

Serve over ice in a rocks glass. Garnish with a lemon wedge.

### HPNOTIQ Blue Dragonfly

1 oz. HPNOTIQ

1 oz. super premium vanilla vodka

Splash of lemon-lime soda

Serve over ice in a rocks glass. Garnish with a lemon wedge.

### French Blue HPNOTIQ®

1 oz. HPNOTIQ

1 oz. Chambord®

2 oz. orange juice

Soda water

Shake all ingredients (except soda water) with ice, pour into a highball glass. Add soda water to fill. Garnish with an orange wheel and a cherry.

THE BLUE  
GROTTO

### HPNOTIQ Lei

1 oz. HPNOTIQ

1 oz. super premium coconut rum

1 oz. super premium banana rum

1 oz. super premium mango rum

1 oz. pineapple juice

Shake with ice, pour into a highball glass. Garnish with a pineapple slice.

### Croni-Q

2 oz. HPNOTIQ

1 Corona® Beer

Add HPNOTIQ to beer.

# EXOTIQ COCKTAILS

## HPNOTIQ® Caipirinha

2 oz. HPNOTIQ  
Splash of white rum  
Lime wedges  
Muddle lime wedges in the bottom of a glass. Add HPNOTIQ, splash of rum, crushed ice and stir.

## HPNO~Colada

1 oz. HPNOTIQ  
1/2 oz. super premium raspberry vodka  
2 oz. cream of coconut liqueur  
2 oz. cranberry juice  
2 oz. pineapple juice  
Splash of grenadine  
Blend ingredients with ice, serve in a hurricane glass. Add a splash of grenadine to color. Garnish with a pineapple slice.

## Peachy Keen on HPNOTIQ

2 oz. HPNOTIQ  
1 oz. peach schnapps  
1/2 oz. super premium vodka  
Splash of lemon-lime soda  
Serve over ice in a rocks glass. Garnish with a lemon wedge.

## HPNO~Purple Rain

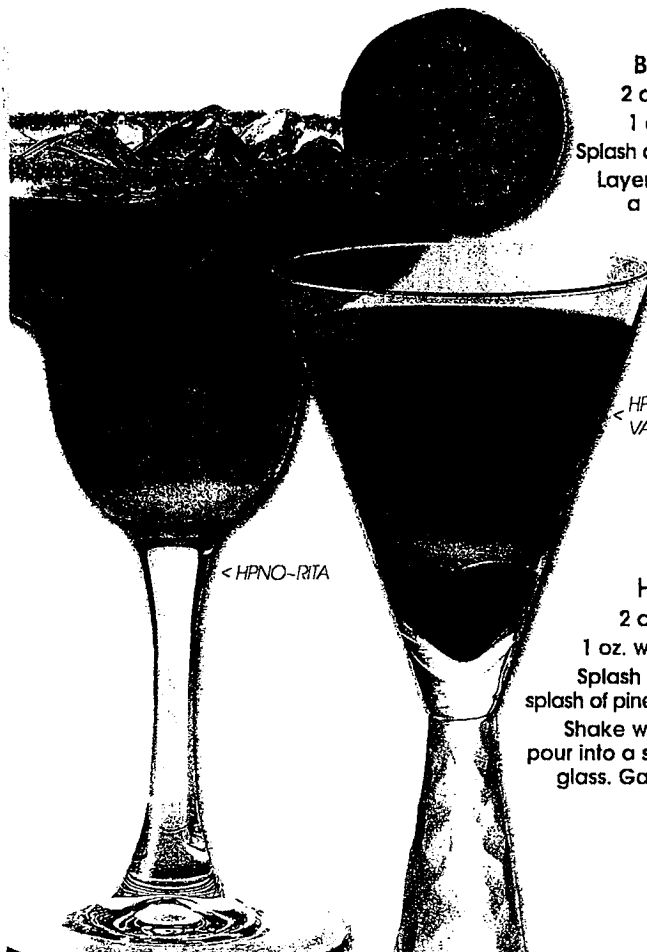
2 1/2 oz. HPNOTIQ  
1/2 oz. super premium vanilla rum  
1/2 oz. peach schnapps  
1/2 oz. super premium raspberry vodka  
Shake with ice, pour into a highball glass. Garnish with a cherry.

## HPNOTIQ Peach Spray

1 oz. HPNOTIQ  
1/2 oz. peach schnapps  
1 oz. super premium citrus vodka  
1 oz. white cranberry juice  
Splash of pineapple juice  
Pour over ice in a rocks glass. Garnish with a lemon wedge.

## HPNOTIQ Valen~tini

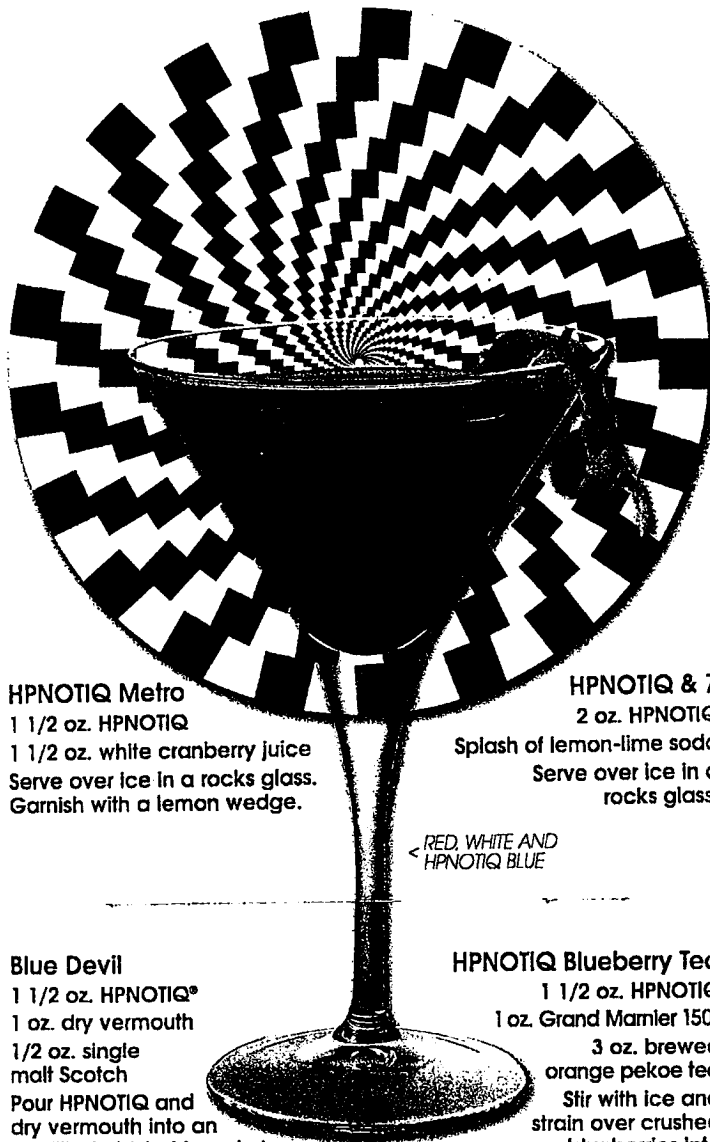
1 1/2 oz. HPNOTIQ  
3/4 oz. white cranberry juice  
1/2 oz. Cointreau®  
Shake with ice.  
Strain into a martini glass. Garnish with a cherry and orchid petal.



Bouboni~Q  
2 oz. HPNOTIQ  
1 oz. Bourbon  
Splash of ginger ale  
Layer over ice in a rocks glass.

HPNO~Rita  
2 oz. HPNOTIQ  
1 oz. white tequila  
Splash of lime or a splash of pineapple juice  
Shake well with ice, pour into a salt-rimmed glass. Garnish with a lime wheel.

# EXOTIQ COCKTAILS



## HPNOTIQ Metro

1 1/2 oz. HPNOTIQ  
1 1/2 oz. white cranberry juice  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ & 7

2 oz. HPNOTIQ  
Splash of lemon-lime soda  
Serve over ice in a rocks glass.

RED, WHITE AND  
HPNOTIQ BLUE

## Blue Devil

1 1/2 oz. HPNOTIQ®  
1 oz. dry vermouth  
1/2 oz. single  
malt Scotch  
Pour HPNOTIQ and  
dry vermouth into an  
ice-filled old-fashioned glass  
and stir briefly. Float the Scotch  
on top of the drink.  
- Gary Regan

## HPNOTIQ Blueberry Tea

1 1/2 oz. HPNOTIQ  
1 oz. Grand Marnier 150°  
3 oz. brewed  
orange pekoe tea  
Stir with ice and  
strain over crushed  
blueberries into  
cocktail glass.

Kerry Shorr, Four Seasons Resort  
- Palm Beach

## HPNO~Blue Lounge Lizard

1 oz. HPNOTIQ  
1/2 oz. super premium tequila  
1 oz. sour mix  
Combine HPNOTIQ, tequila, sour  
mix and ice in a highball glass.  
Garnish with a lemon wheel.

## HPNOTIQ Purple Haze

1 oz. HPNOTIQ  
1/2 oz. pomegranate juice  
1/2 oz. orange juice, pineapple  
juice or sour mix  
Shake well and strain into a  
chilled martini glass.  
Garnish with an orange rind  
or apple slice.

## HPNOTIQ Amaretto

1 oz. HPNOTIQ  
1 oz. amaretto  
1 oz. pineapple juice  
Pour over ice in a rocks glass.  
Garnish with a cherry.

## HPNOTIQ Eye Catcher

1 oz. HPNOTIQ  
1 1/2 oz. super premium  
white rum  
3 oz. pineapple juice  
1 1/2 oz. coconut cream liqueur  
Blend with ice, serve in a  
hurricane glass. Garnish with a  
pineapple wedge and a cherry.



# EXOTIQ COCKTAILS

## HPNOTIQ® Beach

1 oz. HPNOTIQ  
1 oz. coconut rum  
Splash of pineapple juice  
Splash of club soda  
Layer in order over ice in  
a rocks glass. Garnish  
with a cherry.

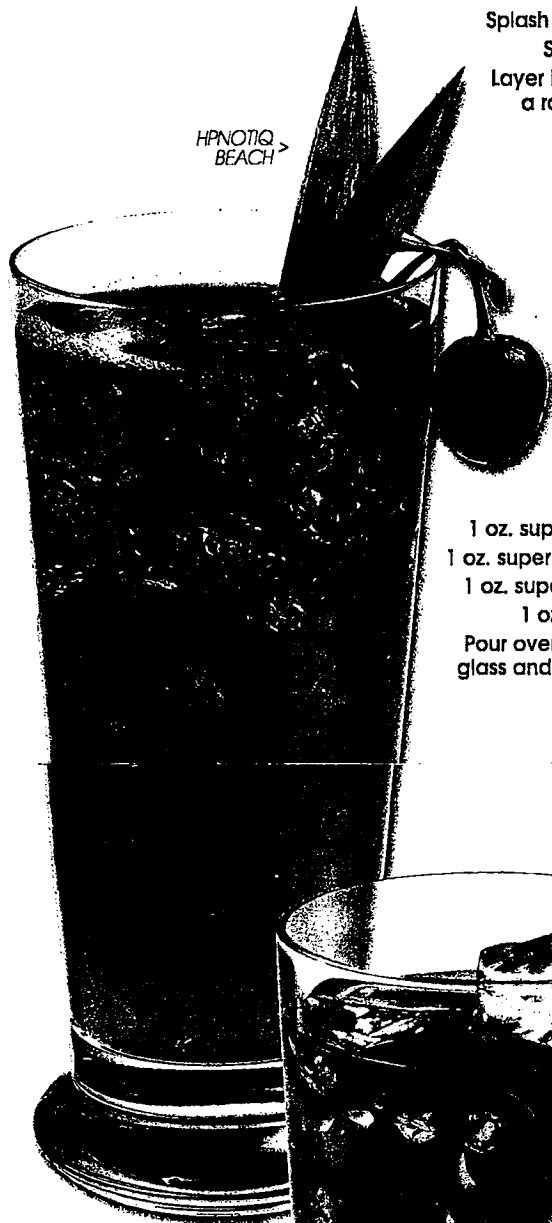
## HPNOTIQ Hulk

2 oz. HPNOTIQ  
2 oz. Cognac  
Layer over ice in  
a rocks glass. Stir  
for transformation.

## HPNOTIQ

### Island

2 oz. HPNOTIQ  
1 oz. super  
premium gin  
1 oz. super premium vodka  
1 oz. super premium light rum  
1 oz. super premium tequila  
1 oz. Hawaiian liqueur  
Pour over ice in a hurricane  
glass and stir. Garnish with a  
pineapple slice.



HPNOTIQ  
HULK



## The HPNOTIQ Maria

1 oz. HPNOTIQ  
3/4 oz. super premium  
tequila  
1/2 oz. sour mix  
1/4 oz. orange juice  
Shake well with ice and strain  
into a martini glass.

*Maria O'Reilly, Seaport Hotel - Boston*

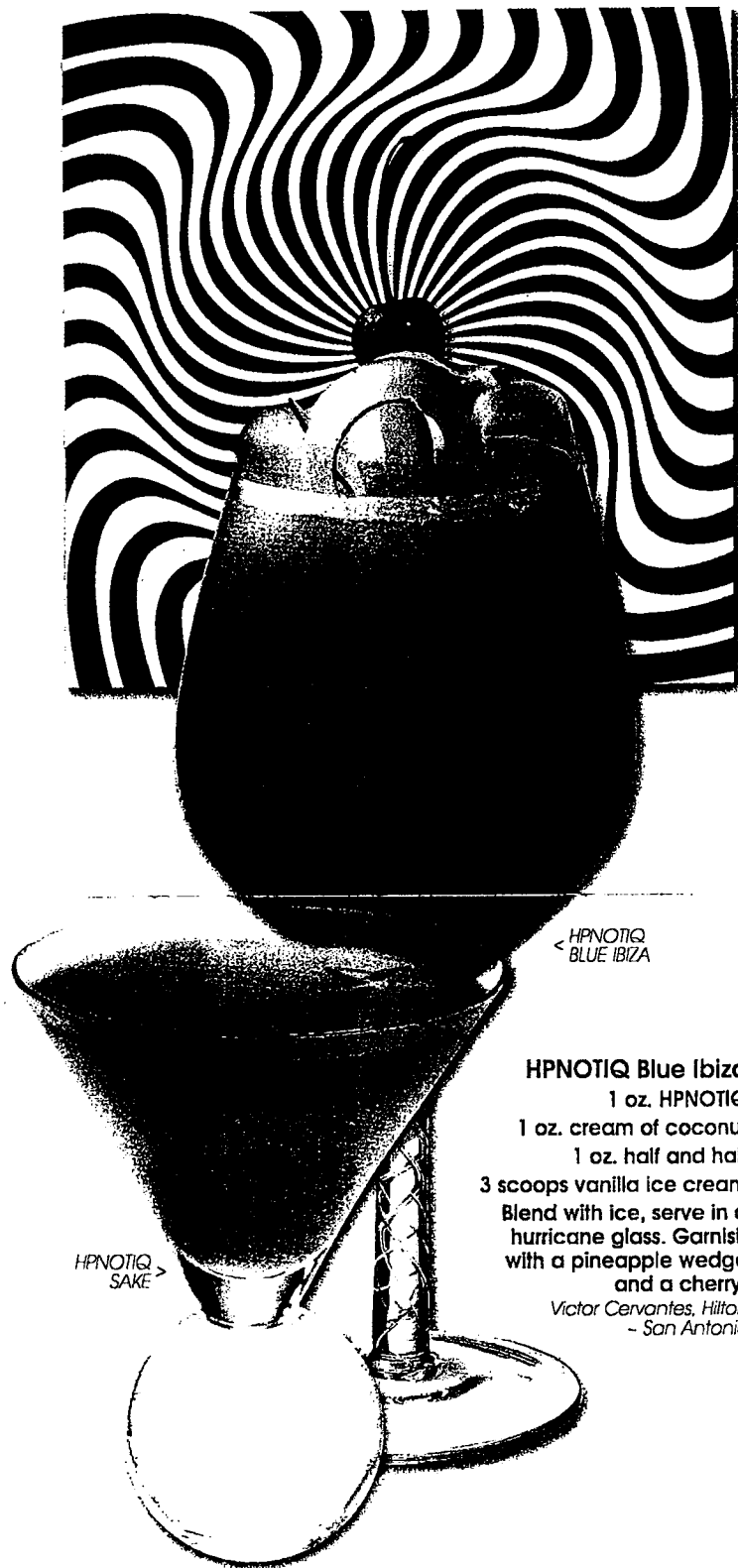
## HPNOTIQ Chill

2 oz. HPNOTIQ  
Squeeze of lemon  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ Blast

3/4 oz. HPNOTIQ  
3/4 oz. Midori®  
Red Bull®  
Serve over crushed ice in a  
rocks glass. Garnish with a  
lemon twist.

# EXOTIQ COCKTAILS



## HPNOTIQ Blue Ibiza

1 oz. HPNOTIQ

1 oz. cream of coconut

1 oz. half and half

3 scoops vanilla ice cream

Blend with ice, serve in a hurricane glass. Garnish with a pineapple wedge and a cherry.

*Victor Cervantes, Hilton  
- San Antonio*

## Vanilla HPNOTIQ®

1 oz. HPNOTIQ

1 oz. pineapple juice

1/2 oz. super premium  
vanilla vodka

1/2 oz. super premium vodka

Shake with ice and strain into a cocktail glass. Garnish with a pineapple slice.

## HPNOTIQ Smoothie

1/4 cup HPNOTIQ

1/4 cup orange juice

1 tablespoon honey

1 container peach yogurt

1 1/2 cups ice

Blend and serve in a hurricane glass. Garnish with an orange wedge and a cherry.

# FANTASTIQ SHOTS

## HPNOTIQ® Blue Shot

1 oz. HPNOTIQ  
1 oz. super premium vodka  
Shake well over ice, strain and  
serve in a shot glass.

## HPNOTIQ Blue Fish

1/2 oz. HPNOTIQ  
1 oz. super premium white rum  
1 oz. lime juice  
Stir with ice, strain into a shot  
glass. Garnish with a lime twist.

## HPNO~Blue Raspberry

1 1/4 oz. HPNOTIQ  
1 1/4 oz. super premium vodka  
1 oz. lime juice  
1 oz. Chambord®  
Shake with ice, strain into shot  
glasses. Makes two drinks.

## POM® Pilot

3/4 oz. HPNOTIQ  
3/4 oz. pomegranate juice  
Serve in a shot glass.

-Dale DeGroff

## HPNO~Grand Shot

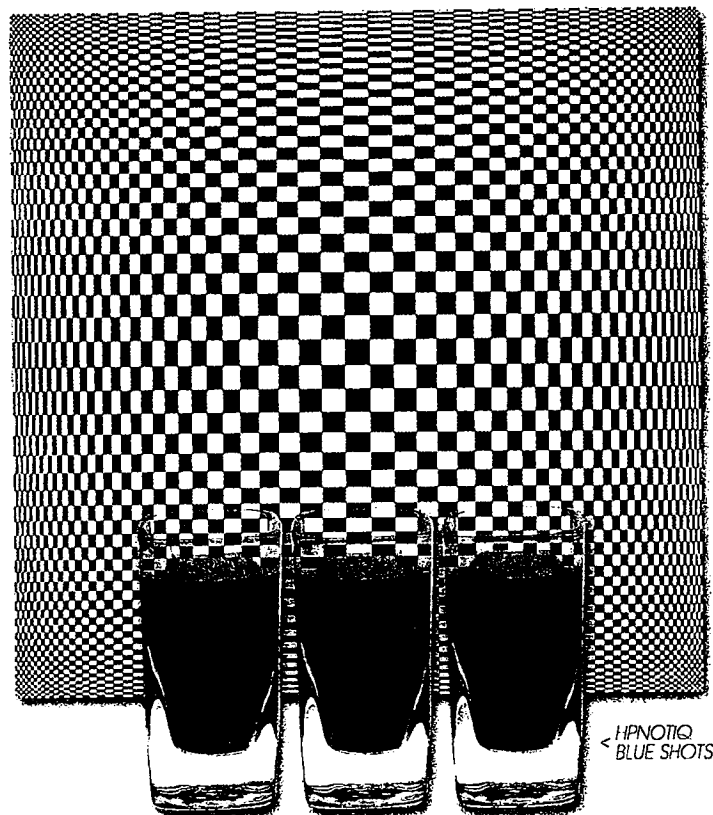
1 oz. grenadine  
1 oz. HPNOTIQ  
1 oz. super premium vodka  
Layer in a shot glass in the  
order given.

## HPNO~Meister

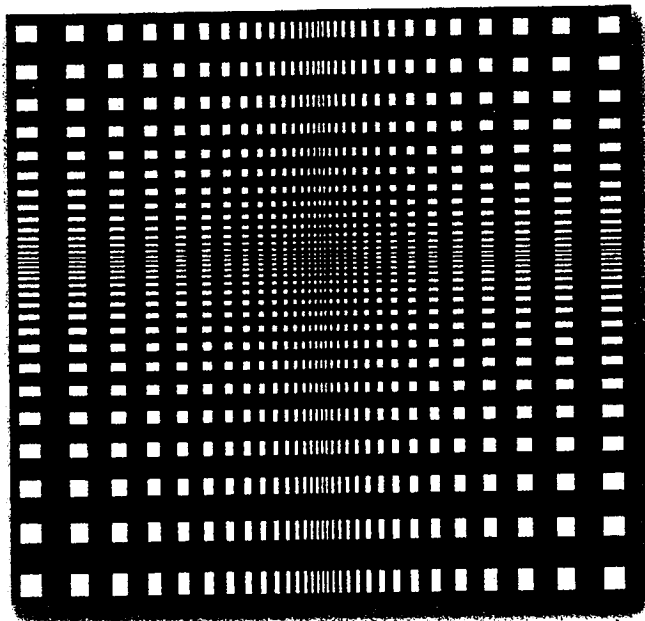
1 oz. HPNOTIQ  
1 oz. Jagermeister®  
Serve in a shot glass.

## HPNOTIQ JELL-O® Shots

1 cup HPNOTIQ  
1 cup boiling water  
1 box berry blue or lime JELL-O  
Stir boiling water into JELL-O.  
Stir in HPNOTIQ.  
Chill in shot glasses until firm.



IRRESISTIBLY DIFFERENT.  
IT'S HPNOTIQ.



IT'S HPNOTIQ.®



[hpnotiq.com](http://hpnotiq.com)

Stay Focused. Drink Responsibly.

HPNOTIQ®, Wingard Imports LTD., Bardstow, KY 17% Alc./Vol. © 2005 HP12704

PURCHASE ORDER

HEAVEN HILL DISTILLERIES INC.

P.O. BOX 729, BARDSTOWN, KY 40004

PHONE: (502) 348-3921

ORDER DATE: 05/10/2005

PURCHASE ORDER NUMBER: 22790

Supplier:

Hamilton Printing Inc [03469]

DEPT 5038

P O BOX 740041

LOUISVILLE

KY 40201-7441

Fax: 502-635-2031

Ph: 502-635-7465

Buyer Name:

Carmen Galea

Shipping Address:

FCI/Heaven Hill Distilleries, Inc

2200 Ampere Dr.

Louisville

KY 40299

Billing Address:

Attn: Accounts Payable

Heaven Hill Distilleries Inc.

PO Box 729

Bardstown, KY 40004

Delivery Terms:

Freight On Board

Ship Via:

IFS Applications

Units/Qty	Description	Heaven Hill Part No. Supplier Part No	U/M	Account	Product Code	Market	District	Delivery Date	Unit Price	Sub Total	Discount	Add. Cost
101,000.00	Hpnotiq Recipe Brochure HP12704 10/pkg RERUN		each	9410	3060	10	1US99	5/24/05	0.3250	32,825.00	0.00	0.00

Delivery Ticket or Packing Slip must reference the following:

PO# 22790

Description: Hpnotiq Recipe Brochure

Code: HP12704

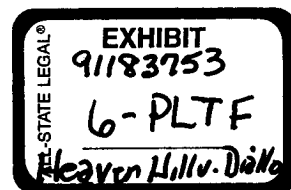
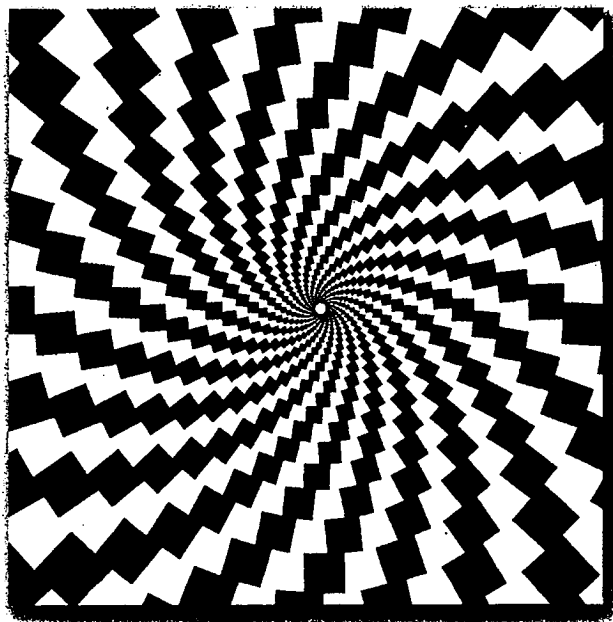
Qty: 101,000

Pack Size: 10/pkg

(Cost per pkg \$3.25 Country of Origin--USA) FCI use only

Purchase Order Total \$ 32,825.00

IRRESISTIBLY DIFFERENT



IT'S IRRESISTIBLY DIFFERENT.

HPNOTIQ  
VANILLA



It's an exquisite blend  
of Premium Vodka,  
Fine Cognac and Natural  
Tropical Fruit Juices.  
Its color is mesmerizing.  
It's delightfully mixable.

IT'S HPNOTIQ®.

## MOST POPULAR PIQS

### HPNO~Tini

2 oz. HPNOTIQ

1 oz. super premium vodka

Splash of lemon juice

Shake well, strain into a martini glass.

Garnish with a lemon, lime twist or  
star fruit slice.

### HPNOTIQ Breeze

1 oz. HPNOTIQ

1/2 oz. super premium coconut rum

Splash of pineapple juice

Shake well or blend.

Pour into a rocks or hurricane glass.

Garnish with a pineapple wedge.

### HPNOTIQ Mimosa (Hpnosia)

2 oz. HPNOTIQ

2 oz. Champagne

Pour chilled HPNOTIQ and

Champagne into a Champagne flute.

Garnish with a lemon twist  
or orange wheel.

# MYSTIQ MARTINIS

## The Blue Fin Martini

1 oz. HPNOTIQ®  
2 oz. super premium citrus vodka  
Splash of white cranberry juice  
Shake with ice, pour into an old-fashioned glass. Garnish with a Swedish Fish.

*The Blue Fin - W Hotel, NYC*

## HPNOTIQ Cosmo

2 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of white cranberry juice  
Shake with ice, strain into a chilled martini glass. Garnish with a lemon or lime twist.

## HPNOTIQ Caramel Appletini

1 oz. HPNOTIQ  
2 oz. sour apple liqueur  
1/2 oz. butter schnapps  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.

## The Blue Grotto

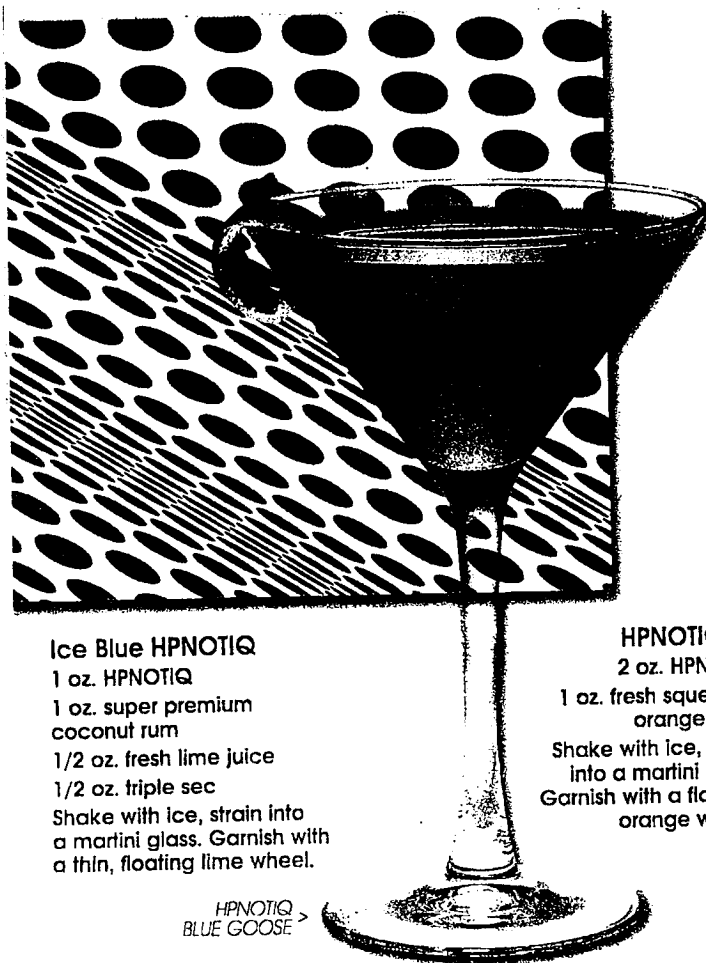
1 oz. HPNOTIQ  
2 oz. super premium gin  
Shake with ice, strain into a martini glass. Garnish with a star fruit slice.

## HPNOTIQ Cotton Candy

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1 oz. sugar water  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.  
*Touches OP - KS*

## HPNOTIQ Blue Goose

2 oz. HPNOTIQ  
1 oz. Grey Goose® Vodka  
Splash of pineapple juice  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.



## Ice Blue HPNOTIQ

1 oz. HPNOTIQ  
1 oz. super premium coconut rum  
1/2 oz. fresh lime juice  
1/2 oz. triple sec  
Shake with ice, strain into a martini glass. Garnish with a thin, floating lime wheel.

## HPNOTIQ~O

2 oz. HPNOTIQ  
1 oz. fresh squeezed orange juice  
Shake with ice, strain into a martini glass. Garnish with a floating orange wheel.

HPNOTIQ  
BLUE GOOSE >



# MYSTIQ MARTINIS

## HPNOTIQ® Sake

2 oz. HPNOTIQ  
2 oz. cold sake  
Splash of pineapple juice  
Shake with ice, strain into a martini glass. Garnish with a pineapple slice.

## Gorgeous Giselle's Bluebird

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium coconut rum  
Splash of lime juice  
Shake with ice, strain into a coconut-rimmed martini glass.

## HPNOTIQ Jazztini

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1/2 oz. white grape juice  
Shake with ice, strain into a martini glass. Garnish with a grape.

## HPNOTIQ Wet

2 oz. HPNOTIQ  
1 oz. Beefeaters Wet® Gin  
Shake with ice, strain into a martini glass. Garnish with a lemon and lime twist.

## HPNOTIQ Fuzzy

2 oz. HPNOTIQ  
1 oz. super premium vodka  
1 oz. peach schnapps  
Shake with ice, strain into a martini glass. Garnish with a lemon twist.  
*Touches OP - KS*

## Red, White, and HPNOTIQ Blue

2 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of lemon-lime soda  
Grenadine  
Shake with ice, strain into a martini glass and slowly add a touch of grenadine. Garnish with chopped coconut.

## HPNOTIQ Melotini

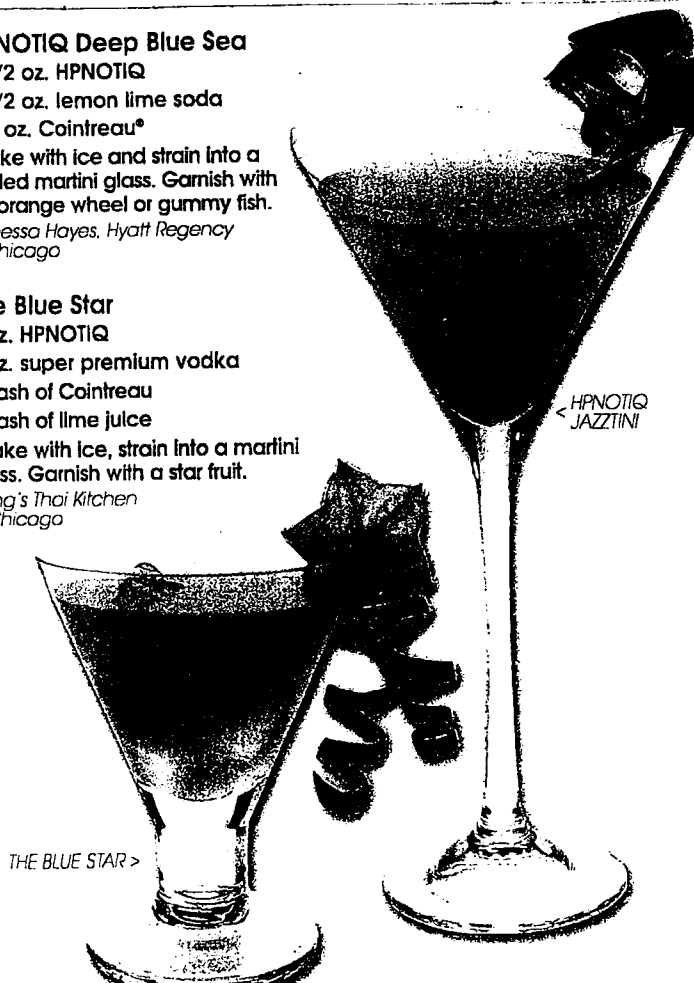
1 oz. HPNOTIQ  
1/2 oz. super premium coconut rum  
1/2 oz. Midori®  
2 oz. margarita mix  
Shake well with ice and strain into a sugar-rimmed martini glass. Garnish with a lime wheel and cherry.

## HPNOTIQ Deep Blue Sea

1 1/2 oz. HPNOTIQ  
1 1/2 oz. lemon lime soda  
1/2 oz. Cointreau®  
Shake with ice and strain into a chilled martini glass. Garnish with an orange wheel or gummy fish.  
*Vanessa Hayes, Hyatt Regency  
- Chicago*

## The Blue Star

2 oz. HPNOTIQ  
2 oz. super premium vodka  
Splash of Cointreau  
Splash of lime juice  
Shake with ice, strain into a martini glass. Garnish with a star fruit.  
*Vang's Thai Kitchen  
- Chicago*



# MYSTIQ MARTINIS

## HPNOTIQ® Sleeping Beauty

1/2 oz. HPNOTIQ  
1/2 oz. Bourbon  
1/2 oz. banana liqueur  
1/2 oz. grapefruit juice  
Shake well with ice and strain into a martini glass.  
Garnish with a cherry.

*Winning recipe in the Cocktail Competition 2004 held by N.B.A.  
- Japan*

## HPNOTizer

2 oz. HPNOTIQ  
1/2 oz. triple sec  
1 oz. white cranberry juice  
Shake well, strain into a martini glass. Garnish with a lemon twist.  
*Keith Saunders, Hotel Captain Cook  
- Anchorage, AK*

## HPNO~Blue Sea

2 oz. HPNOTIQ  
1 oz. super premium vodka  
Shake well, strain into a martini glass. Top with whipped cream and an orange wheel.

## HPNOTIQ Water Grace

1/2 oz. HPNOTIQ  
1 oz. gin  
Splash of lemon juice  
Splash of peach syrup  
Shake well with ice and strain into a martini glass. Garnish with a peach slice.

*Winning recipe in the Cocktail Competition 2004 held by N.B.A.  
- Japan*

## HPNOTIQ Swiss Alps

2 oz. HPNOTIQ  
2 oz. white crème de cacao  
Shake with ice and strain into a chilled martini glass.  
Garnish with white chocolate.

## Wild Blue HPNOTIQ

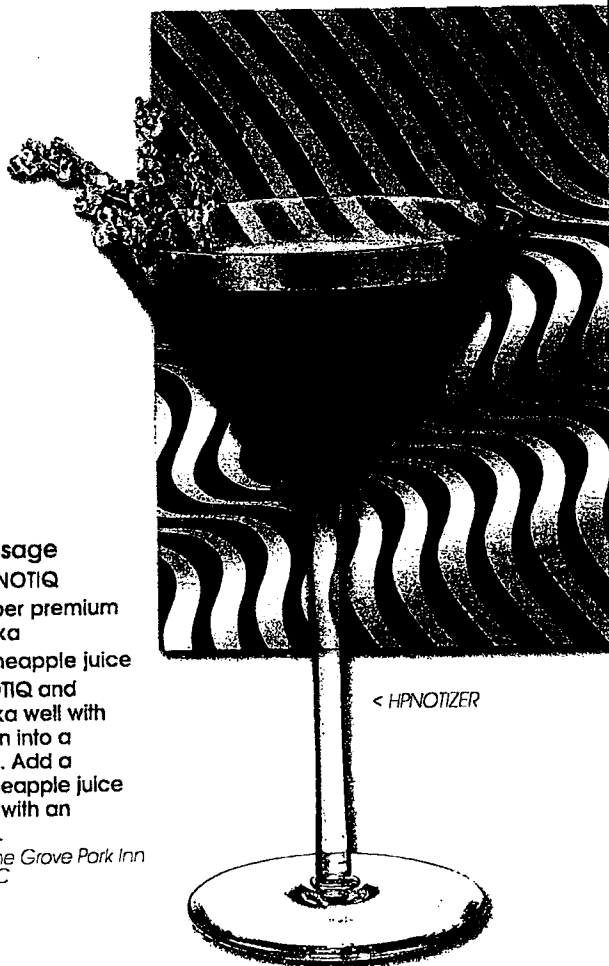
1 1/2 oz. HPNOTIQ  
3/4 oz. white cranberry juice  
1/2 oz. Cointreau®  
Shake with ice, strain into a martini glass. Garnish with a cherry.

## HPNOTIQ

### Liquid Massage

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium orange vodka  
Splash of pineapple juice  
Shake HPNOTIQ and orange vodka well with ice and strain into a martini glass. Add a splash of pineapple juice and garnish with an orange twist.

*Chad Willis, The Grove Park Inn  
- Asheville, NC*



# MYSTIQ MARTINIS

## Astrono-TIQ

2 oz. HPNOTIQ  
1 oz. super premium vodka  
8 drops Campari®  
Shake well, strain into a martini glass. Add 8 drops of Campari and do not stir.

## Aqua-Marine

2 oz. HPNOTIQ  
1 oz. pineapple juice  
1 oz. crème de banana  
Shake well, strain into a martini glass.  
Garnish with a pineapple slice.  
*Bill Creek, Omni Hotel - Dallas*

## HPNOTIQ® Veronica

1 1/2 oz. HPNOTIQ  
1 1/2 oz. super premium coconut rum  
1/2 oz. raspberry liqueur  
Splash of Jagermeister®  
Layer raspberry liqueur on the bottom of a chilled martini glass. Shake HPNOTIQ and coconut rum with ice, strain into the martini glass and gently layer Jagermeister on top. Garnish with a cherry.

## Avalanche

1 1/2 oz. HPNOTIQ  
1 oz. super premium vodka  
2 oz. lychee juice  
Shake with ice, strain into a martini glass. Garnish with a lychee fruit.  
*Signature drink of Ava at the Mirage Casino - Las Vegas*

## Tigress Martini

2 oz. HPNOTIQ  
1 oz. super premium tequila  
1/2 oz. orange liqueur  
3 mint leaves  
Muddle mint leaves in shaker, add HPNOTIQ, tequila and orange liqueur. Strain into chilled martini glass.  
*Toni Parker, Hilton - Chicago*

## HPNOTIQ Blue Oasis

2 oz. HPNOTIQ  
1 oz. Hendricks® Gin  
1/2 oz. sour mix  
Splash of Blue Curaçao  
Shake well and strain into a chilled martini glass.  
Garnish with a lemon slice.  
*Lauren Fox, Oasis - L.A.*

## HPNOTIQ Bonnie Blue

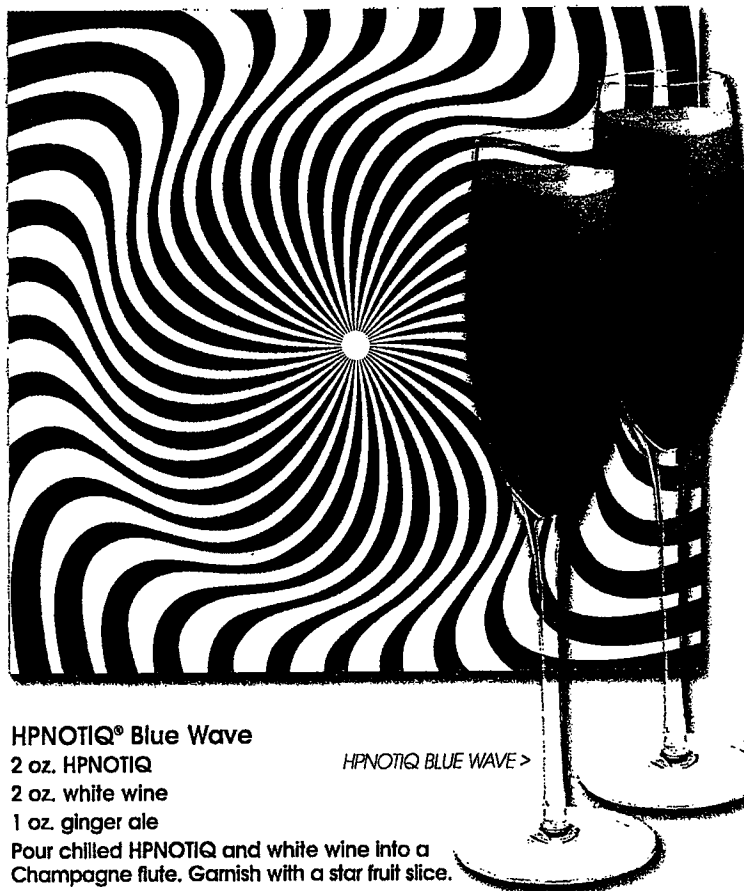
1 1/4 oz. HPNOTIQ  
3/4 oz. triple sec  
3/4 oz. sweet and sour  
Shake well, strain into a martini glass.  
Garnish with a lemon slice.  
*Alistair Code, Hilton - Grapevine, TX*

## Couchette

1 1/4 oz. HPNOTIQ  
1 1/4 oz. super premium citrus vodka  
1 oz. sour mix  
Splash of lemon-lime soda  
Shake with ice, strain into a martini glass.  
Garnish with a lemon twist.  
*Signature drink of Risqué at the Paris Casino - Las Vegas*



# CHIQ WITH CHAMPAGNE



## HPNOTIQ® Blue Wave

2 oz. HPNOTIQ  
2 oz. white wine  
1 oz. ginger ale

Pour chilled HPNOTIQ and white wine into a Champagne flute. Garnish with a star fruit slice.

HPNOTIQ BLUE WAVE >

## HPNOTIQ Heaven

2 oz. HPNOTIQ  
2 oz. Champagne  
1 oz. Chambord®  
Pour chilled HPNOTIQ and Champagne into a Champagne flute. Slowly add Chambord. Garnish with cherries.

## HPNOTIQ Dreamy (Bellini)

2 oz. HPNOTIQ  
1 oz. peach schnapps  
Champagne  
Pour HPNOTIQ and peach schnapps into a Champagne flute. Top with Champagne. Garnish with a peach slice.

## HPNOTIQ Lemonade

2 oz. HPNOTIQ  
1 oz. Lemoncello  
1 oz. Champagne  
Splash of lime juice  
Pour chilled HPNOTIQ, Lemoncello and Champagne into a Champagne flute. Add a splash of lime juice. Garnish with a lemon twist.

## HPNOTIQ Nirvana

2 oz. HPNOTIQ  
2 oz. Champagne  
Grenadine  
Pour chilled HPNOTIQ and Champagne into a Champagne flute. Slowly add a touch of grenadine. Garnish with a strawberry.  
*Gaylord Lamy, Dunes Bar - Boston*

## HPNOTIQ Metropolitan

1 1/2 oz. HPNOTIQ  
1 1/2 oz. white cranberry juice  
Champagne  
Pour chilled HPNOTIQ, white cranberry juice and Champagne into a Champagne flute. Garnish with a cranberry or a strawberry.

## Mionetto Passion

1/2 oz. HPNOTIQ  
1/2 oz. super premium vodka  
1 oz. orange juice  
Top with Champagne  
Shake with ice, strain into a martini glass. Garnish with a flaming orange peel.

~ Dale DeGroat

# EXOTIQ COCKTAILS

## HPNOTIQ® Patriotic Margarita

1 oz. HPNOTIQ  
1 oz. super premium dark rum  
1 oz. coconut milk  
1 oz. fresh lime juice  
1 oz. pineapple juice  
1 oz. sweetened strawberry puree  
1/2 cup crushed ice

Combine rum, coconut milk, lime juice, pineapple juice, strawberry puree and ice in a blender. Pour HPNOTIQ into a margarita glass and layer blended mix on top. Garnish with coconut flakes or use a salt-rimmed glass as a variation.

## HPNOTIQ Patriotic

2 oz. HPNOTIQ  
2 oz. super premium coconut rum  
Splash of pineapple juice  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ Sangria

2 oz. HPNOTIQ  
4 oz. red wine  
1 oz. orange juice  
Shake with ice and strain into an ice-filled glass.

## HPNOTIQ Ice Breaker

2 oz. HPNOTIQ  
Splash of peppermint schnapps  
Layer over ice in a rocks glass.

## HPNOTIQ Juleptini

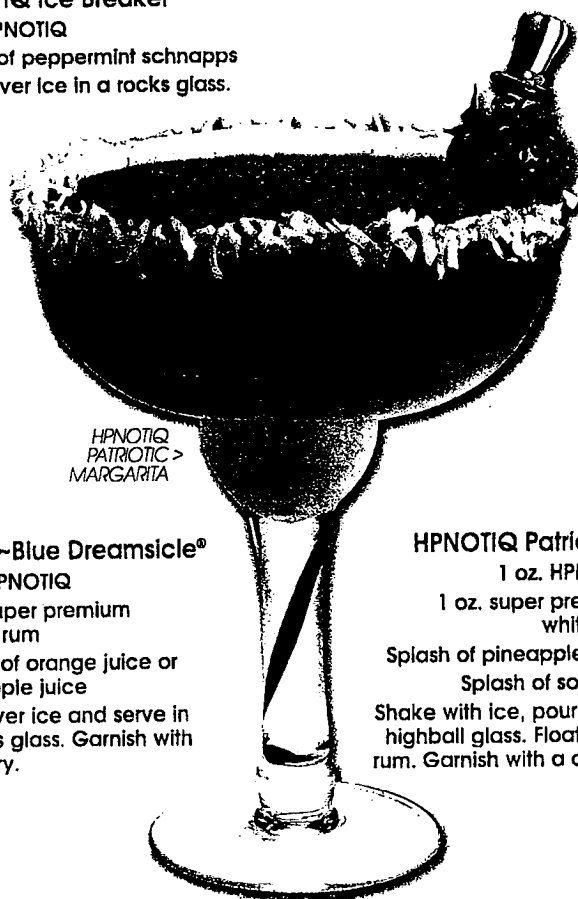
1 oz. HPNOTIQ  
1 oz. super premium citrus vodka  
Splash of white crème de menthe  
Squeeze of lime  
Muddle 2 mint sprigs in bottom of glass. Add ingredients with crushed ice and stir.  
Garnish with a mint leaf.

## HPNOTIQ Berry Sour

2 oz. HPNOTIQ  
1 oz. super premium strawberry vodka  
Splash of sour mix  
Splash of cranberry juice  
Pour over ice in a rocks glass.  
Garnish with a cherry.

## HPNOTIQ Mojito (HPNO~Hito)

1 oz. HPNOTIQ  
2 oz. super premium white rum  
3 oz. club soda  
Muddle 6 fresh mint leaves in the bottom of a glass. Add HPNOTIQ, rum, crushed ice and stir.  
Garnish with a mint sprig and top with club soda.



HPNOTIQ  
PATRIOTIC  
MARGARITA

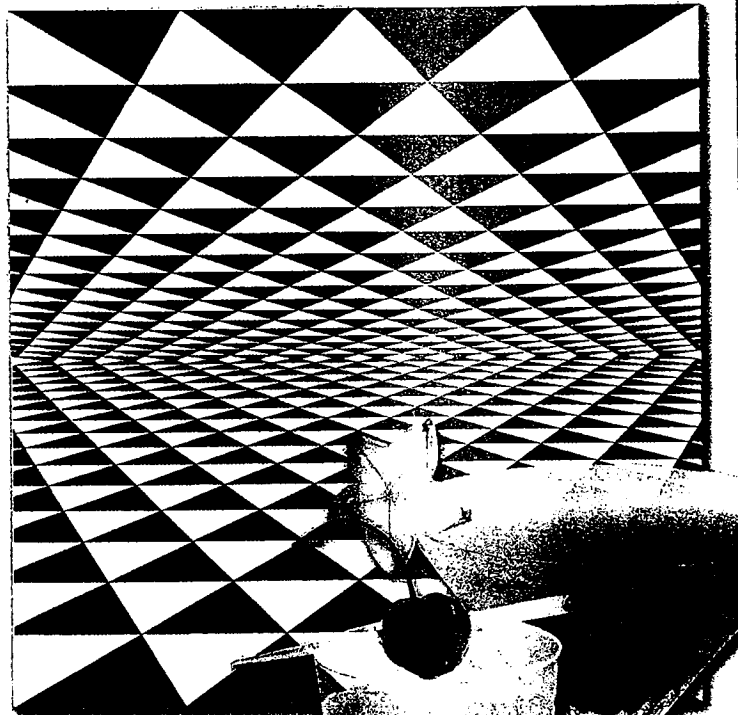
## HPNO~Blue Dreamsicle®

2 oz. HPNOTIQ  
2 oz. super premium vanilla rum  
Splash of orange juice or pineapple juice  
Pour over ice and serve in a rocks glass. Garnish with a cherry.

## HPNOTIQ Patriotic II

1 oz. HPNOTIQ  
1 oz. super premium white rum  
Splash of pineapple juice  
Splash of sour mix  
Shake with ice, pour into a highball glass. Float white rum. Garnish with a cherry.

# EXOTIQ COCKTAILS



## Lemon~TIQ

2 oz. HPNOTIQ

1 oz. Lemoncello

Layer over ice in a rocks glass. Garnish with a twist.

HPNOTIQ  
HEAVEN >

## HPNOTIQ Green Lantern

2 oz. HPNOTIQ

1 oz. super premium vodka

1 oz. Red Bull®

Serve over ice in a rocks glass. Garnish with a lemon wedge.

## HPNOTIQ Blue Dragonfly

1 oz. HPNOTIQ

1 oz. super premium vanilla vodka

Splash of lemon-lime soda  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## French Blue HPNOTIQ®

1 oz. HPNOTIQ

1 oz. Chambord®

2 oz. orange juice

Soda water

Shake all ingredients (except soda water) with ice, pour into a highball glass. Add soda water to fill. Garnish with an orange wheel and a cherry.

< THE BLUE  
GROTTO

## HPNOTIQ Lei

1 oz. HPNOTIQ

1 oz. super premium coconut rum

1 oz. super premium banana rum

1 oz. super premium mango rum

1 oz. pineapple juice

Shake with ice, pour into a highball glass. Garnish with a pineapple slice.

## Croni-Q

2 oz. HPNOTIQ

1 Corona® Beer

Add HPNOTIQ to beer.

# EXOTIQ COCKTAILS

## HPNOTIQ® Caipirinha

2 oz. HPNOTIQ  
 Splash of white rum  
 Lime wedges  
 Muddle lime wedges in the bottom of a glass. Add HPNOTIQ, splash of rum, crushed ice and stir.

## HPNO~Colada

1 oz. HPNOTIQ  
 1/2 oz. super premium raspberry vodka  
 2 oz. cream of coconut liqueur  
 2 oz. cranberry juice  
 2 oz. pineapple juice  
 Splash of grenadine  
 Blend ingredients with ice, serve in a hurricane glass. Add a splash of grenadine to color. Garnish with a pineapple slice.

## Peachy Keen on HPNOTIQ

2 oz. HPNOTIQ  
 1 oz. peach schnapps  
 1/2 oz. super premium vodka  
 Splash of lemon-lime soda  
 Serve over ice in a rocks glass.  
 Garnish with a lemon wedge.

## HPNO~Purple Rain

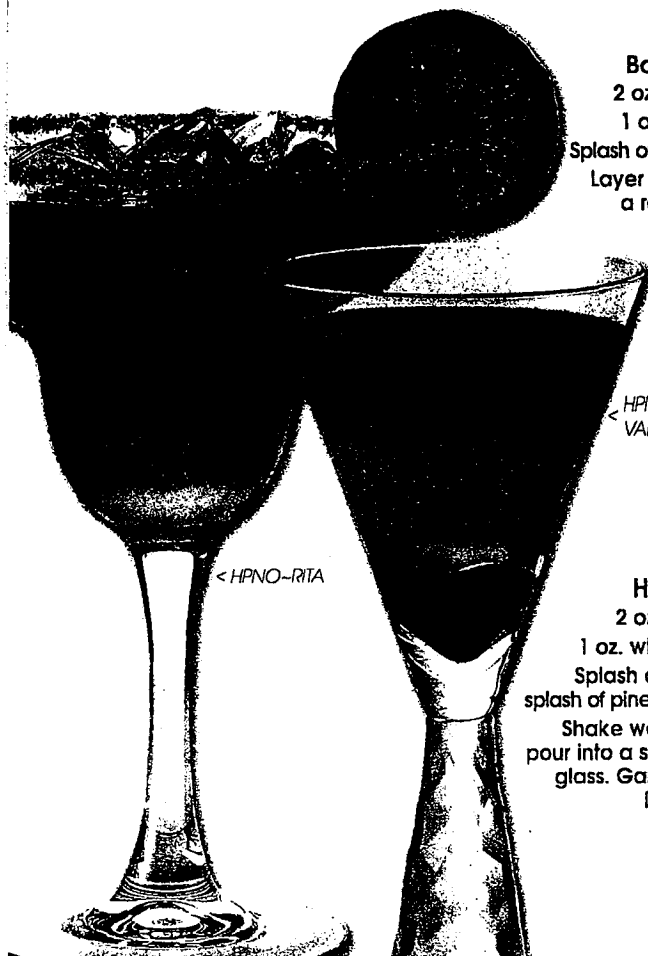
2 1/2 oz. HPNOTIQ  
 1/2 oz. super premium vanilla rum  
 1/2 oz. peach schnapps  
 1/2 oz. super premium raspberry vodka  
 Shake with ice, pour into a highball glass. Garnish with a cherry.

## HPNOTIQ Peach Spray

1 oz. HPNOTIQ  
 1/2 oz. peach schnapps  
 1 oz. super premium citrus vodka  
 1 oz. white cranberry juice  
 Splash of pineapple juice  
 Pour over ice in a rocks glass.  
 Garnish with a lemon wedge.

## HPNOTIQ Valen~tini

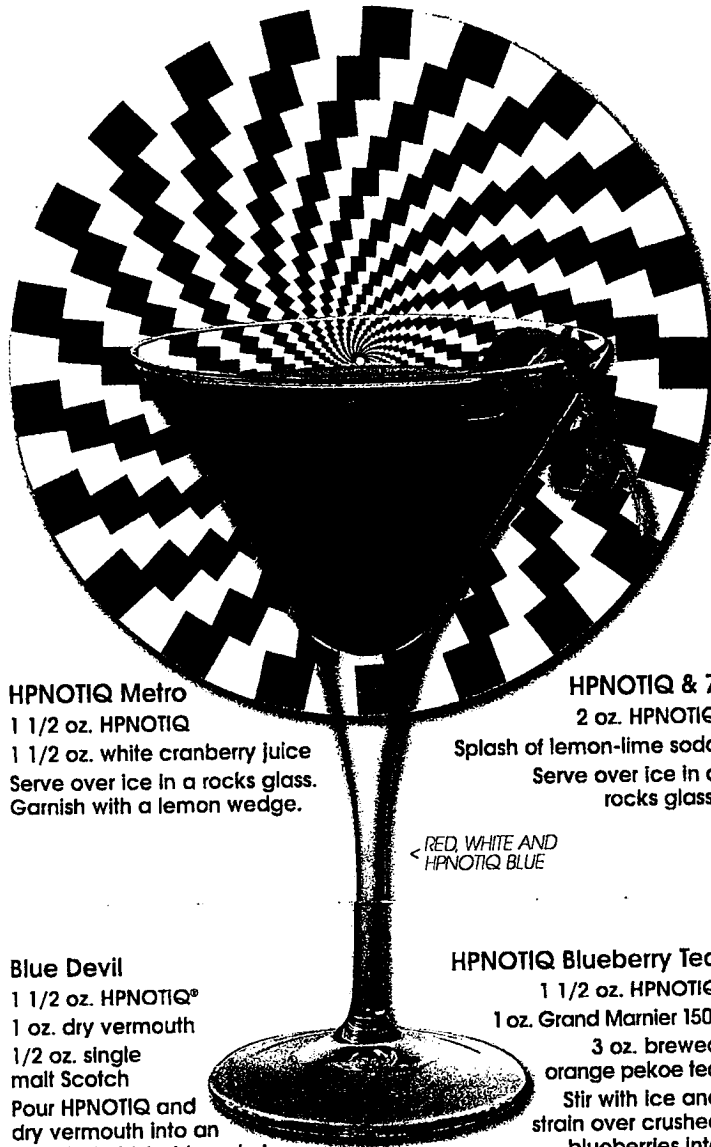
1 1/2 oz. HPNOTIQ  
 3/4 oz. white cranberry juice  
 1/2 oz. Cointreau®  
 Shake with ice.  
 Strain into a martini glass.  
 Garnish with a cherry and orchid petal.



**Bouboni~Q**  
 2 oz. HPNOTIQ  
 1 oz. Bourbon  
 Splash of ginger ale  
 Layer over ice in a rocks glass.

**HPNO~Rita**  
 2 oz. HPNOTIQ  
 1 oz. white tequila  
 Splash of lime or a splash of pineapple juice  
 Shake well with ice, pour into a salt-rimmed glass. Garnish with a lime wheel.

# EXOTIQ COCKTAILS



## HPNOTIQ Metro

1 1/2 oz. HPNOTIQ  
1 1/2 oz. white cranberry juice  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ & 7

2 oz. HPNOTIQ  
Splash of lemon-lime soda  
Serve over ice in a rocks glass.

RED, WHITE AND  
HPNOTIQ BLUE

## Blue Devil

1 1/2 oz. HPNOTIQ®  
1 oz. dry vermouth  
1/2 oz. single malt Scotch  
Pour HPNOTIQ and dry vermouth into an ice-filled old-fashioned glass and stir briefly. Float the Scotch on top of the drink.  
~ Gary Regan

## HPNOTIQ Blueberry Tea

1 1/2 oz. HPNOTIQ  
1 oz. Grand Marnier 150°  
3 oz. brewed orange pekoe tea  
Stir with ice and strain over crushed blueberries into cocktail glass.  
Kerry Short, Four Seasons Resort  
~ Palm Beach

## HPNO~Blue Lounge Lizard

1 oz. HPNOTIQ  
1/2 oz. super premium tequila  
1 oz. sour mix  
Combine HPNOTIQ, tequila, sour mix and ice in a highball glass. Garnish with a lemon wheel.

## HPNOTIQ Purple Haze

1 oz. HPNOTIQ  
1/2 oz. pomegranate juice  
1/2 oz. orange juice, pineapple juice or sour mix  
Shake well and strain into a chilled martini glass. Garnish with an orange rind or apple slice.

## HPNOTIQ Amaretto

1 oz. HPNOTIQ  
1 oz. amaretto  
1 oz. pineapple juice  
Pour over ice in a rocks glass. Garnish with a cherry.

## HPNOTIQ Eye Catcher

1 oz. HPNOTIQ  
1 1/2 oz. super premium white rum  
3 oz. pineapple juice  
1 1/2 oz. coconut cream liqueur  
Blend with ice, serve in a hurricane glass. Garnish with a pineapple wedge and a cherry.



# EXOTIQ COCKTAILS

## HPNOTIQ® Beach

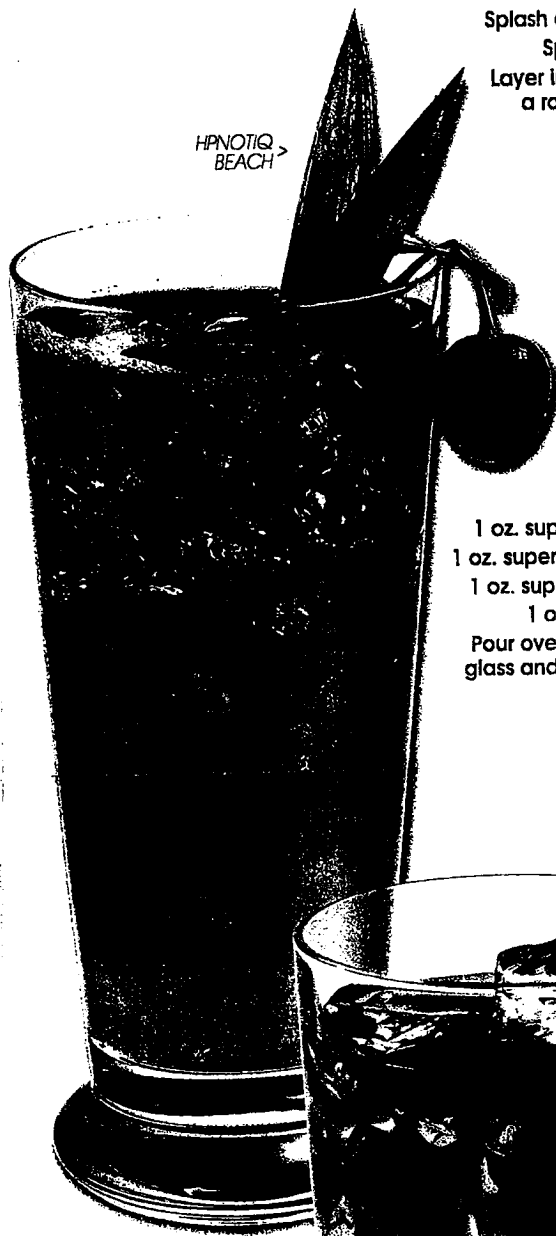
1 oz. HPNOTIQ  
1 oz. coconut rum  
Splash of pineapple juice  
Splash of club soda  
Layer in order over ice in  
a rocks glass. Garnish  
with a cherry.

## HPNOTIQ Hulk

2 oz. HPNOTIQ  
2 oz. Cognac  
Layer over ice in  
a rocks glass. Stir  
for transformation.

## HPNOTIQ Island

2 oz. HPNOTIQ  
1 oz. super  
premium gin  
1 oz. super premium vodka  
1 oz. super premium light rum  
1 oz. super premium tequila  
1 oz. Hawaiian liqueur  
Pour over ice in a hurricane  
glass and stir. Garnish with a  
pineapple slice.



HPNOTIQ  
HULK



## The HPNOTIQ Maria

1 oz. HPNOTIQ  
3/4 oz. super premium  
tequila  
1/2 oz. sour mix  
1/4 oz. orange juice  
Shake well with ice and strain  
into a martini glass.  
*Maria O'Reilly, Seaport Hotel - Boston*

## HPNOTIQ Chill

2 oz. HPNOTIQ  
Squeeze of lemon  
Serve over ice in a rocks glass.  
Garnish with a lemon wedge.

## HPNOTIQ Blast

3/4 oz. HPNOTIQ  
3/4 oz. Midori®  
Red Bull®  
Serve over crushed ice in a  
rocks glass. Garnish with a  
lemon twist.

# EXOTIQ COCKTAILS



HPNOTIQ  
BLUE IBIZA

## HPNOTIQ Blue Ibiza

1 oz. HPNOTIQ  
1 oz. cream of coconut  
1 oz. half and half  
3 scoops vanilla ice cream  
Blend with ice, serve in a  
hurricane glass. Garnish  
with a pineapple wedge  
and a cherry.

*Victor Cervantes, Hilton  
- San Antonio*

HPNOTIQ  
SAKE

## Vanilla HPNOTIQ®

1 oz. HPNOTIQ  
1 oz. pineapple juice  
1/2 oz. super premium  
vanilla vodka  
1/2 oz. super premium vodka  
Shake with ice and strain into a  
cocktail glass. Garnish with a  
pineapple slice.

## HPNOTIQ Smoothie

1/4 cup HPNOTIQ  
1/4 cup orange juice  
1 tablespoon honey  
1 container peach yogurt  
1 1/2 cups ice  
Blend and serve in a hurricane  
glass. Garnish with an orange  
wedge and a cherry.

## FANTASTIQ SHOTS

### HPNOTIQ® Blue Shot

1 oz. HPNOTIQ  
1 oz. super premium vodka  
Shake well over ice, strain and  
serve in a shot glass.

### HPNOTIQ Blue Fish

1/2 oz. HPNOTIQ  
1 oz. super premium white rum  
1 oz. lime juice  
Stir with ice, strain into a shot  
glass. Garnish with a lime twist.

### HPNO~Blue Raspberry

1 1/4 oz. HPNOTIQ  
1 1/4 oz. super premium vodka  
1 oz. lime juice  
1 oz. Chambord®  
Shake with ice, strain into shot  
glasses. Makes two drinks.

### POM® Pilot

3/4 oz. HPNOTIQ  
3/4 oz. pomegranate juice  
Serve in a shot glass.

~Dale DeGross

### HPNO~Grand Shot

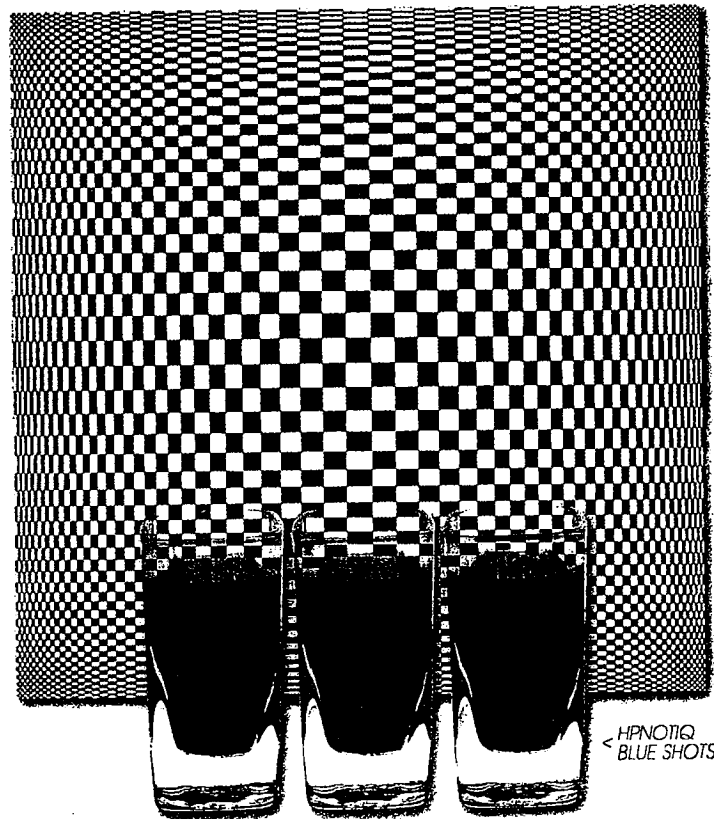
1 oz. grenadine  
1 oz. HPNOTIQ  
1 oz. super premium vodka  
Layer in a shot glass in the  
order given.

### HPNO~Meister

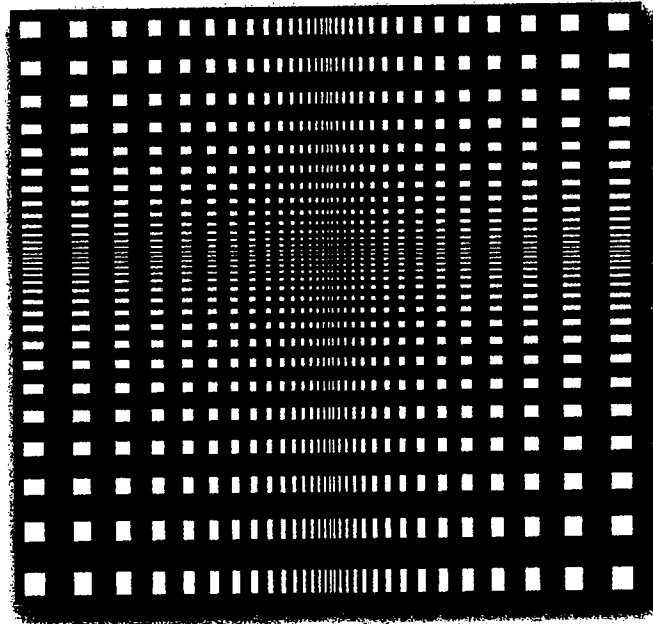
1 oz. HPNOTIQ  
1 oz. Jagermeister®  
Serve in a shot glass.

### HPNOTIQ JELL~O® Shots

1 cup HPNOTIQ  
1 cup boiling water  
1 box berry blue or lime JELL-O  
Stir boiling water into JELL-O.  
Stir in HPNOTIQ.  
Chill in shot glasses until firm.



IRRESISTIBLY DIFFERENT.  
IT'S HPNOTIQ.



IT'S HPNOTIQ.®



[hpnotiq.com](http://hpnotiq.com)

Stay Focused. Drink Responsibly.

HPNOTIQ®, Wingard Imports LTD., Bardstown, KY 17% Alc./Vol. © 2005 HP12705

Customer #120

CSR Linda G. Morris

Sales Steven A. Bass

Type of Job: Reprint-copy chg

Previous Job

Total # of Forms 3

## Production Notes:

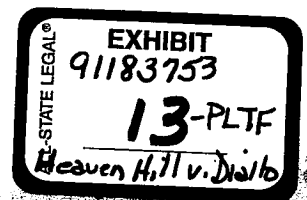
min / actual / max

Change Order/ Code 2	Change Order 10-9 Customer will let us rubberband this job in 10's instead of shrinkwrapping			
		Linda Morris	10/09/06	11:37
Prepress	175C LINE SCREEN			
	Rerun with change last ran on job #28409 - we need to change the code on the back to HP12705			
	Spinjet only use previous printed sample for color			
		Linda Morris	9/20/06	14:32
Press	100,000 HP12705 HPNOTIQ DRINK BROCHURE 4 1/2 X 11 1/2 FOLDS TO 4 1/2 X 5 3/4			
	COVER - 80# WHITE GLOSS COVER 4CP 2 sides. .5 mil gloss polyester laminate outside covers - Gloss Aqueous Coat inside Covers Only TEXT - 24 PAGES 80# WHITE GLOSS TEXT 4CP+FGAQ/2 SIDES			
		Linda Morris	9/20/06	14:32
Bindery	COVERS LAMINATE WITH .5 MIL polyester LAMINATE ONE SIDE SCORE COVER (CRITICAL LINE UPS) SADDLESTITCH 2UP and trim to 4 1/2 x 5 3/4. Band IN 10'S BULK CARTON IN HPC BOXES SEAL WITH THE DARK BLUE HEAVEN HILL TAPE. PLEASE MAKE SURE THE DESCRIPTION, CODE #, QTY AND HEAVEN HILL PO APPEARS ON ALL BOXES AND PAPER WORK			
		Linda Morris	9/20/06	14:32
Shipping	100,000 HP12705 HPNOTIQ DRINK BROCHURE TO FCI			
		Linda Morris	9/20/06	14:32

THE BEVERAGE INFORMATION GROUP'S 2009

# LIQUOR Handbook

THE ORIGINAL SOURCE FOR DATA  
ON SPIRITS SALES AND CONSUMPTION



M2MEDIA

Liquor Handbook 2009

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# LIQUOR HANDBOOK 2009

**The Beverage Information Group**

*"The Information Source for  
the Beverage Alcohol Industry"*

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**Note Regarding Electronic Version:**

Consumption tables and charts are available on CD-ROM. Pages included on CD-ROM are indicated with a disk icon on top of page.



To order CD version, additional copies of the Liquor Handbook, or other Beverage Information Group publications please contact:

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# Leading Brands of Cordials & Liqueurs, 2003-2008

(Thousands of 94.6° Cases)



Brand	Origin	Supplier	2003	2004	2005	2006	2007	2008	07/08 %Chg
Dekuyper	USA	Beam Global Spirits & Wine	2,735	2,810	2,779	2,856	2,839	2,700	-4.9%
Southern Comfort	USA	Brown-Forman Beverages	1,322	1,389	1,448	1,537	1,513	1,462	-3.4%
Hiram Walker Cordials	USA	Pernod Ricard USA	1,050	1,060	1,015	920	920	919	-0.1%
Bols Cordials	USA	William Grant & Sons	460	460	465	500	490	443	-9.6%
Amor Cordials	USA	Luxco	390	395	375	370	365	370	1.4%
Mc Boston Cordials	USA	Constellation Spirits/Barton	296	314	341	346	341	337	-1.2%
Jacquin Cordials	USA	Charles Jacquin et Cie	305	320	310	320	325	330	1.5%
Leoux	USA	Beam Global Spirits & Wine	311	309	307	305	300	302	0.7%
E & J Cask & Cream	USA	E & J Gallo Winery	505	495	492	425	400	300	-25.0%
Allen's Cordials	USA	MS Walker Inc	177	190	201	204	208	210	1.0%
Phillips Cordials	USA	Phillips Distilling	190	190	190	198	195	190	-2.6%
Dubouché Cordial	USA	Heaven Hill Distilleries	165	170	170	170	165	160	-3.0%
Mohawk Cordial	USA	Heaven Hill Distilleries	158	160	162	163	165	160	-3.0%
Amaretto di Amore	USA	Constellation Spirits/Ascender	124	138	148	157	150	152	1.3%
99 Schnapps	USA	Constellation Spirits/Ascender	85	105	109	128	146	145	-0.7%
Paramount Cordials	USA	Paramount	105	100	115	125	135	140	3.7%
Montezuma Triple Sec	USA	Constellation Spirits/Barton	113	123	126	129	139	133	-4.3%
Gastano Cordials	USA	Shaw-Ross Int'l Importers	130	132	129	126	125	125	0.0%
Montezuma Blue	USA	Constellation Spirits/Barton	143	139	132	130	100	105	5.0%
Godva	USA	Diageo	70	84	92	98	102	83	-18.6%
Ryan's Original Cream	USA	White Rock Distilleries	52	53	54	59	67	78	16.4%
Potter's Cordials	USA	Frank-Lin Distillers	70	67	67	65	63	63	0.0%
PAMA	USA	Heaven Hill Distilleries	--	--	--	50	60	62	3.3%
Starbucks	USA	Beam Global Spirits & Wine	--	2	135	97	74	47	-36.5%
Sabrosa Coffee	USA	Constellation Spirits/Barton	58	55	53	45	40	35	-12.5%
Total Leading Brands			9,012	9,260	9,415	9,523	9,427	9,051	-4.0%
Others			748	742	761	712	729	719	-1.4%
Total Domestic Cordials			9,760	10,002	10,176	10,235	10,156	9,770	-3.8%
Jagermeister	Germany	Sidney Frank Importing	1,300	1,800	2,300	2,740	2,850	2,900	1.8%
Balys	Ireland	Diageo	1,284	1,276	1,283	1,337	1,353	1,411	4.3%
Kahlua	Mexico	Pernod Ricard USA	1,250	1,260	1,255	1,240	1,211	1,098	-9.3%
Hypnotiq	France	Heaven Hill Distilleries	610	630	600	610	570	510	-10.5%
Grand Marnier	France	Moët Hennessy USA	494	517	547	552	553	510	-7.8%
Di Saronno	Italy	Bacardi USA	285	305	320	340	360	367	1.9%
Carden's Irish Cream	Ireland	Sky Spirits USA	325	345	320	337	321	325	1.2%
Ake	France	Kobrand	580	530	485	464	380	300	-21.1%
Rumple Minze	Germany	Diageo	224	224	228	241	256	267	4.3%
Cointreau	France	Remy Cointreau USA	225	248	260	269	269	255	-5.2%
Tequila Rose Liqueur	Mexico	McCormick Distilling	163	155	211	254	232	225	-3.0%
Goldschlager	Switzerland	Diageo	221	218	218	225	231	223	-3.5%
Vukon Jack	Canada	Diageo	219	212	210	215	215	211	-1.9%
Romana Sambuca Black/Caffè	Italy	Diageo	234	236	228	227	221	206	-6.8%
Dr. McGillicuddy's	Canada	Sazerac	130	130	130	140	155	170	9.7%
Kanora	Mexico	Beam Global Spirits & Wine	194	183	179	172	166	161	-3.0%
Frangelico	Italy	William Grant & Sons	145	145	148	144	144	137	-4.9%
Luca	Italy	Brown-Forman Beverages	91	101	115	124	134	136	1.5%
Emmet's	Ireland	Diageo	140	128	130	123	125	131	4.8%
Midori	Japan	Sky Spirits USA	141	137	140	145	140	125	-10.7%
St. Brendan's	Ireland	Luxco	140	128	120	123	120	120	0.0%
Chambord	France	Brown-Forman Beverages	150	125	120	115	103	94	-8.7%
X-Pated Fusion	France	Sky Spirits USA	--	--	--	56	61	88	44.3%
Drambuie	Scotland	Bacardi USA	90	90	87	87	87	85	-2.3%
B & B Benedictine	France	Bacardi USA	90	88	83	85	85	81	-4.7%
Aguardiente Cristal	Colombia	Shaw-Ross Int'l Importers	100	100	95	90	85	80	-5.9%
Nuo	France	Diageo	--	--	--	--	1	73	++
Patrón Citronge	Mexico	The Patron Spirits Company	13	16	22	41	60	72	20.0%
Black Haus	Germany	Diageo	98	87	79	75	69	63	-8.7%
Caravela	Italy	Constellation Spirits/Ascender	12	18	25	35	45	60	33.3%
Campani	Italy	Sky Spirits USA	49	49	53	55	55	52	-5.5%
Irish Manor	Ireland	Charles Jacquin et Cie	--	--	30	50	50	50	0.0%
Patrón XO Café	Mexico	The Patron Spirits Company	3	8	16	24	30	50	66.7%
Baja Dreams	Mexico	White Rock Distilleries	70	68	54	53	48	44	-8.3%
Kapali Coffee	Mexico	White Rock Distilleries	55	53	49	46	42	40	-4.8%
Total Leading Brands			9,125	9,610	10,140	10,834	10,827	10,720	-1.0%
Others			433	452	409	321	325	320	-1.5%
Total Imported Liqueurs			9,558	10,062	10,549	11,155	11,152	11,040	-1.0%
Total Leading Brands			18,137	18,870	19,555	20,357	20,254	19,771	-2.4%
Others			1,181	1,194	1,170	1,033	1,054	1,039	-1.4%
Total Cordials & Liqueurs			19,318	20,064	20,725	21,390	21,308	20,810	-2.3%

**Local Print Media Schedule, FY '10**

**Sweepstakes:**

**Adjusted Budget:**

Revision #

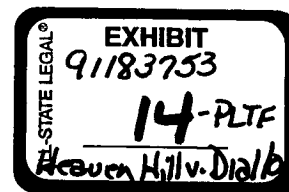
07/30/07

	Circ.	2009 May	June	July	August	September	October	November	December	January	February	March	April	Total
<b>MAINSTREAM</b>														
Dining Out - Chicago							Fall 2009 Placement							
<i>Travelhost - South Florida</i>					Print Ad									
Brand X					Print Ad									
Detroit Menu Guide													1 page ad and product description	

P.O.#

APPROVED BY:

Date:





*May 2008 - April 2009 Consumer Schedule*

[illegible]

**Ad Designations:**  
 HQ-New Champagne Bubbles 'n Blue  
 HQ-New Rum Breeze  
 HQ-New Tequila: Hpro-Rita  
 HQV-New Martini Hpro-Tini

(Rates are subject to change without notice. Cancellations may cause short rates.)

Estimated Rate

**Budget:**  
**Over/Under:**

P.O.#:

APPROVED BY:

Date:

# HPNOTIQ

## May 2007 - April 2008 Consumer Schedule

Sweepstakes: June, July, August and September 2007.

Mainstream - Primary: Adults 21-34, 70/30 F/M, HH1 &gt;\$75K Urban - Adults 21-34, HH1 &gt;\$50K Budget: \$2,783,794 Revision #: 02/15/07

PUBLICATIONS	Circ.	2007	May	June	July	August	September	October	November	December	January	February	March	April	Total
<b>MAINSTREAM</b>															
<b>COSMOPOLITAN</b>	2,932,554														
Ad Name:															
Ad Code:															
Space Close:															
Materials Close:															
On-Sale Date:															
<b>COSMOPOLITAN.COM (Hot Spot)</b>															
Ad Name:															
Ad Code:															
Space Close:															
Materials Close:															
On-Sale Date:															
<b>HOLLYWOOD LIFE</b>	270,975														
Ad Name:															
Ad Code:															
Space Close:															
Materials Close:															
On-Sale Date:															
<b>INSTYLE</b>	1,700,000														
Ad Name:															
Ad Code:															
Rate:															
Space Close:															
Materials Close:															
On-Sale Date:															
<b>Instyle.com</b>	1.6 Million														
Average Unique Visitors per Month:															
<b>Instyle WEDDINGS</b>	250,000														
Ad Name:															

# HPNOTIQ May 2007 - April 2008 Consumer Schedule

Mainstream - Primary: Adults 21-34, 70/30 FM, HH1 >\$75K Urban - Adults 21-34, HH1 >\$50K Sweepstakes: June, July, August and September 2007. Budget: \$2,763,794 Revision #1: 02/15/07

PUBLICATIONS	Circ.	2007												2008				Total
		May	June	July	August	September	October	November	December	January	February	March	April					
Ad Code: Space Close: Materials Close: On-Sale Date:	1,432,816	5/31 Issue	6/28 Issue			9/5 Issue			12/26-1/9 Issue			HQ06-CH 1/15 1/15 3/30						
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:		Tequila HQ06-TQ 4/27 4/27 5/18	1/4-Pg Sweepstake Ad Rocks HQ06-RO 5/25 5/25 6/15			Fall Edition 1/4-Pg Mobility Ad Rum HQ06-RU 8/3 8/3 8/24			Artist of the Year Champagne HQ06-CH 11/21 11/21 12/14									
ROLLING STONE NETWORK: RollingStone.com Rhapsody.com Real Guide/Real Player Monthly unique audience: 38+ Million		(Approx. 2-Month Program) Program will be optimized through the three sites - depending on weekly best results. Music news on the Web. The #1 music subscription service available. Highest quality of video and audio content brought together - through computers.																

# HPNOTIQ

## May 2007 - April 2008 Consumer Schedule

Sweepstakes: June, July, August and September 2007.  
Revision #1: 02/15/07

Mainstream - Primary: Adults 21-34, 70/30 F/M, HH1 >\$75K										Urban - Adults 21-34, HH1 >\$50K										Budget: \$2,763,794										Revision #1: 02/15/07																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
PUBLICATIONS		2007		2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023		2024		2025		2026		2027		2028		2029		2030		2031		2032		2033		2034		2035		2036		2037		2038		2039		2040		2041		2042		2043		2044		2045		2046		2047		2048		2049		2050		2051		2052		2053		2054		2055		2056		2057		2058		2059		2060		2061		2062		2063		2064		2065		2066		2067		2068		2069		2070		2071		2072		2073		2074		2075		2076		2077		2078		2079		2080		2081		2082		2083		2084		2085		2086		2087		2088		2089		2090		2091		2092		2093		2094		2095		2096		2097		2098		2099		2100		2101		2102		2103		2104		2105		2106		2107		2108		2109		2110		2111		2112		2113		2114		2115		2116		2117		2118		2119		2120		2121		2122		2123		2124		2125		2126		2127		2128		2129		2130		2131		2132		2133		2134		2135		2136		2137		2138		2139		2140		2141		2142		2143		2144		2145		2146		2147		2148		2149		2150		2151		2152		2153		2154		2155		2156		2157		2158		2159		2160		2161		2162		2163		2164		2165		2166		2167		2168		2169		2170		2171		2172		2173		2174		2175		2176		2177		2178		2179		2180		2181		2182		2183		2184		2185		2186		2187		2188		2189		2190		2191		2192		2193		2194		2195		2196		2197		2198		2199		2200		2201		2202		2203		2204		2205		2206		2207		2208		2209		2210		2211		2212		2213		2214		2215		2216		2217		2218		2219		2220		2221		2222		2223		2224		2225		2226		2227		2228		2229		2230		2231		2232		2233		2234		2235		2236		2237		2238		2239		2240		2241		2242		2243		2244		2245		2246		2247		2248		2249		2250		2251		2252		2253		2254		2255		2256		2257		2258		2259		2260		2261		2262		2263		2264		2265		2266		2267		2268		2269		2270		2271		2272		2273		2274		2275		2276		2277		2278		2279		2280		2281		2282		2283		2284		2285		2286		2287		2288		2289		2290		2291		2292		2293		2294		2295		2296		2297		2298		2299		2300		2301		2302		2303		2304		2305		2306		2307		2308		2309		2310		2311		2312		2313		2314		2315		2316		2317		2318		2319		2320		2321		2322		2323		2324		2325		2326		2327		2328		2329		2330		2331		2332		2333		2334		2335		2336		2337		2338		2339		2340		2341		2342		2343		2344		2345		2346		2347		2348		2349		2350		2351		2352		2353		2354		2355		2356		2357		2358		2359		2360		2361		2362		2363		2364		2365		2366		2367		2368		2369		2370		2371		2372		2373		2374		2375		2376		2377		2378		2379		2380		2381		2382		2383		2384		2385		2386		2387		2388		2389		2390		2391		2392		2393		2394		2395		2396		2397		2398		2399		2400		2401		2402		2403		2404		2405		2406		2407		2408		2409		2410		2411		2412		2413		2414		2415		2416		2417		2418		2419		2420		2421		2422		2423		2424		2425		2426		2427		2428		2429		2430		2431		2432		2433		2434		2435		2436		2437		2438		2439		2440		2441		2442		2443		2444		2445		2446		2447		2448		2449		2450		2451		2452		2453		2454		2455		2456		2457		2458		2459		2460		2461		2462		2463		2464		2465		2466		2467		2468		2469		2470		2471		2472		2473		2474		2475		2476		2477		2478		2479		2480		2481		2482		2483		2484		2485		2486		2487		2488		2489		2490		2491		2492		2493		2494		2495		2496		2497		2498		2499		2500		2501		2502		2503		2504		2505		2506		2507		2508		2509		2510		2511		2512		2513		2514		2515		2516		2517		2518		2519		2520		2521		2522		2523		2524		2525		2526		2527		2528		2529		2530		2531		2532		2533		2534		2535		2536		2537		2538		2539		2540		2541		2542		2543		2544		2545		2546		2547		2548		2549		2550		2551		2552		2553		2554		2555		2556		2557		2558		2559		2560		2561		2562		2563		2564		2565		2566		2567		2568		2569		2570		2571		2572		2573		2574		2575		2576		2577		2578		2579		2580		2581		2582		2583		2584		2585		2586		2587		2588		2589		2590		2591		2592		2593		2594		2595		2596		2597		2598		2599		2600		2601		2602		2603		2604		2605		2606		2607		2608		2609		2610		2611		2612		2613		2614		2615		2616		2617		2618		2619		2620		2621		2622		2623		2624		2625		2626		2627		2628		2629		2630		2631		2632		2633		2634		2635		2636		2637		2638		2639		2640		2641		2642		2643		2644		2645		2646		2647		2648		2649		2650		2651		2652		2653		2654		2655		2656		2657		2658		2659		2660		2661		2662		2663		2664		2665		2666		2667		2668		2669		2670		2671		2672		2673		2674		2675		2676		2677		2678		2679		2680		2681		2682		2683		2684		2685		2686		2687		2688		2689		2690		2691		2692		2693		2694		2695		2696		2697		2698		2699		2700		2701		2702		2703		2704		2705		2706		2707		2708		2709		2710		2711		2712		2713		2714		2715		2716		2717		2718		2719		2720		2721		2722		2723		2724		2725		2726		2727		2728		2729		2730		2731		2732		2733		2734		2735		2736		2737		2738		2739		2740		2741		2742		2743		2744		2745		2746		2747		2748		2749		2750		2751		2752		2753		2754		2755		2756		2757		2758		2759		2760		2761		2762		2763		2764		2765		2766		2767		2768		2769		2770		2771		2772		2773		2774		2775		2776		2777		2778		2779		2780		2781		2782		2783		2784		2785		2786		2787		2788		2789		2790		2791		2792		2793		2794		2795		2796		2797		2798		2799		2800		2801		2802		2803		2804		2805		2806		2807		2808		2809		2810		2811		2812		2813		2814		2815		2816		2817		2818		2819		2820		2821		2822		2823		2824		2825		2826		2827		2828		2829		2830		2831		2832		2833		2834		2835		2836		2837		2838		2839		2840		2841		2842		2843		2844		2845		2846		2847		2848		2849		2850		2851		2852		2853		2854		2855		2856		2857		2858		2859		2860		2861		2862		2863		2864		2865		2866		2867		2868		2869		2870		2871		2872		2873		2874		2875		2876		2877		2878		2879		2880		2881		2882		2883		2884		2885		2886		2887		2888		2889		2890		2891		2892		2893		2894		2895		2896		2897		2898		2899		2900		2901		2902		2903		2904		2905		2906		2907		2908		2909		2910		2911		2912		2913		2914		2915		2916		2917		2918		2919		2920		2921		2922		2923		2924		2925		2926		2927		2928		2929		2930		2931		2932		2933		2934		2935		2936		2937		2938		2939		2940		2941		2942		2943		2944		2945		2946		2947		2948		2949		2950		2951		2952		2953		2954		2955		2956		2957		2958		2959		2960		2961		2962		2963		2964		2965		2966		2967		2968		2969		2970		2971		2972		2973		2974		2975		2976		2977		2978		2979		2980		2981		2982		2983		2984		2985		2986		2987		2988		2989		2990		2991		2992		2993		2994		2995		2996		2997		2998		2999		3000		3001		3002		3003		3004		3005		3006		3007		3008		3009		3010		3011		3012		3013		3014		3015		3016		3017		3018		3019		3020		3021		3022		3023		3024		3025		3026		3027	

*May 2007 - April 2008 Consumer Schedule*

**Sweepstakes:** June, July, August and September 2007.

Urban - Adults 21-34, HHI &gt; \$50K

Mainstream - Primary: Adults 21-34, 70/30 F/M, HHI &gt;\$75K

**Budget: \$2,763,784**

**Revision #1:**

[illegible]

HQV-Rocks: Blue Storm

**APPROVED BY: Max Shapira, President**

Date: 2/06/07

P.O. #: 42216



# HPNOTIQ

## May 2007 - April 2008 Consumer Schedule

Sweepstakes: June, July, August and September 2007.  
 Budget: \$2,763,794  
 Revision #1: 02/15/07

Mainstream - Primary: Adults 21-34, 70/30 F/M, HHI >\$75K Urban - Adults 21-34, HHI >\$50K

PUBLICATIONS	Circ.	2007		June	July	August	September	October	November	December	2008		April	Total	
		May													
ONLINE TEST - APRIL 2007 (Tentatively)															
(Minimum Programs per site)															
ELLE.COM	TOTAL IMPRESSIONS	195,000	Ad Sizes to Test												
			336 x 600	Half Pg	ROS	Run of Site	Runway Shows, Fashion, Shopping								
			300 x 250	Big Box	ROS										
			728 x 90	Leaderboard	ROS										
				Wide											
STYLE.COM	100,000	100,000	100,000	160 x 600	Skyscraper	ROS									
				300 x 250		ROS	Fashion, People & Parties SlideShow								
				728 x 90		ROS									
				160 x 600		ROS									
PEOPLE.COM	350,000	300,000	393,340	728 x 90		ROS	News, Insider, Photo Gallery channels								
				300 x 250		ROS	News, Insider, Photo Gallery channels								
				300 x 250		ROS	Style Channel (What's on Sale and Off The Rack blog pages)								
MEN.STYLE.COM	100,000	100,000		300 x 250		ROS	Fashion, Gadgets, News								
				728 x 90		ROS									
ASKMEN.COM	500,000			300 X 250		ROS	Top 99, Fashion & Lifestyle, Entertainment & Reviews								
EVITE.COM	100,000			300 x 250		ROS	Planning Ideas - Party Planning Stages, Share Party Ideas, Gifts								
			728 x 90		ROS										
TOTAL ONLINE TEST:	2,338,340													\$0	

Note: Cosmopolitan.com is currently launching a stand-alone site - away from ivillage.com - and Hpnobiq may want to consider it at a later date.  
 Some rates are estimated, subject to change without notice... and are subject to barter process.

Test: Cost per Click Thru; Cost per Impressions

Creative: Various size ads; Static and Rich Media backgrounds per each size unit

Product: Martini

APPROVED BY: Max Shapira, President

P.O. #: 42216

Date: 2/06/07

# HPNOTIQ

## May 2006 - April 2007 Consumer Schedule

Revision #7 04/06/06

PUBLICATIONS	Circ.	2006 May	June	July	August	September	October	November	December	2007 January	February	March	April	Total
<b>REGIONALS</b>														
<b>New York</b>														
<b>GOTHAM</b>	57,936		Summer	(No Issue)	(No Issue)	Fall Fashion		Holiday Gift Guide		(Jan Yearbook)				
Ad Name:			Rum			Rocks		Champagne						
Ad Code:			HQV06-RU			HQV06-RO		HQ06-CH						
Space Close:			4/13			7/11		9/12						
Materials Close:			4/21			7/28		9/22						
On-Sale Date:			5/26			8/26		10/28						
<b>Miami</b>														
<b>OCEAN DRIVE</b>	47,292	(Summer Coolers)					(Recipe & Photo)							
Ad Name:			Rocks			Rum		Martini						
Ad Code:			HQV06-RO			HQV06-RU		HQV06-M						
Space Close:			4/6			7/13		8/10						
Materials Close:			4/13			7/20		8/17						
On-Sale Date:														
<b>Atlanta</b>														
<b>ATLANTA PEACH</b>	50,000	Summer Issue												
Ad Name:			Rum											
Ad Code:			HQV06-RU											
Space Close:			5/25											
Materials Close:			5/31											
On-Sale Date:														
<b>MAINSTREAM</b>														
<b>GQ-Gentlemen's Quarterly</b>	800,000													
Ad Name:			Rum											
Ad Code:			HQV06-RU											
Space Close:			3/19											
Materials Close:			3/19											
On-Sale Date:			5/27											
<b>HOLLYWOOD LIFE</b>	270,975													
(NFI)														
Ad Name:														
Ad Code:														
Space Close:														
Materials Close:														
On-Sale Date:														

## HPNOTIQ

## May 2006 - April 2007 Consumer Schedule

Revision: 87 04/06/06

PUBLICATIONS (By Month)	Circ.	2006 May	June	July	August	September	October	November	December	2007 January	February	March	April	Total
Space Close: Materials Close: On-Sale Date:		3/16 3/23 5/2		5/11 5/18 6/27		7/6 7/13 8/22		8/31 9/7 10/17						
INSTYLE (Monthly)	1,700,000		Tequila HQ06-TQ		Ennors Rum HQ06-RU	Fall Fashion Rocks HQV06-RO		Holiday Gift Guide Rocks HQV06-RO	Champagne HQ06-CH					
Space Close: Materials Close: On-Sale Date:			3/29 3/29 5/28		8/17 8/17 7/14	6/23 6/23 8/20		8/21 8/21 10/20	9/20 9/20 11/17					
INSTYLE WEDDINGS (Quarterly)	250,000			Summer		Fall				Winter		Spring Champagne HQ06-CH	1/24 1/31 3/29	
Space Close: Materials Close: On-Sale Date:														
ROLLING STONE (14 Times per Year)	1,268,999	5/18 Issue 1,000th Issue Tequila HQ06-TQ				9/2 Issue Fall Fashion Rocks HQV06-RO			12/28-1/11 Issue Aging of the Year Martini HQV06-M					
Space Close: Materials Close: On-Sale Date:			4/14 4/14 5/5			8/4 8/4 8/25			11/24 11/24 12/15					
US WEEKLY (Weekly)	1,674,267			7/17 Issue Weddings Champagne HQ06-CH		9/25 Issue Ennors Rum HQ06-RU	10/2 Issue Fall Fashion - Beauty Tequila HQ06-TQ	11/27 Issue Winter Movies Martini HQV06-M	12/4 Issue Champagne HQ06-CH					
Space Close: Materials Close: On-Sale Date:				6/19 6/19 7/7		8/28 8/28 9/15	9/2 9/2 9/22	10/30 10/30 11/17	11/6 11/6 11/24					
URBAN ESSENCE	1,063,645			Car Guide Rum Urban			Power Issue Rocks Urban	Men's Issue Champagne Urban						
Ad Name: Ad Code:														

# HPNOTIQ

## May 2006 - April 2007 Consumer Schedule

Revision #7 04/06/06

PUBLICATIONS	Circ.	2006 May	June	July	August	September	October	November	December	2007 January	February	March	April	Total
(Monthly)				HQUR06-RU 4/21 4/21 6/20				HQUR06-RO 7/21 7/21 9/20	HQUR06-CH 8/25 8/25 10/24					
KING	227,323	Sports Fashion	KINGS Issues 1/2-Pg Bonus Unit Run HQUR06-RU					Hollywood Issues	Holiday Gift Guide					
(8 Times)		Rocks HQUR06-RO	2/28 3/14 4/25					Rocks HQUR06-RO	Champagne Urban HQUR06-CH					
		1/17 1/31 3/14						8/15 8/29 10/10	9/26 10/10 11/21					
GRAND TOTAL														

## HPNOTIQ

## May 2005 - April 2006 Consumer Schedule

Revision #19 09/19/05

PUBLICATIONS	Circ.	2005	June	July	August	September	October	November	December	2006	January	February	March	April	Total
<b>MAINSTREAM / REGIONALS</b>															
<b>New York</b>															
<b>GOTHAM</b>															
Ad Name:	62,000		Summer	No issue	No issue	HPNOTIQ #1		CLR Guide		Holiday Issue/Best of Yr			HPNOTIQ #4		
Ad Code:			HQ03-4			HQ04-1		HQ04-2		HQ04-3			HQ03-4		
Space Close:			4/14			7/14		9/15		10/13			1/15		
Materials Close:			4/22			7/22		9/29		10/21			1/22		
On-Sale Date:			5/28-8/26			8/27-9/23		10/29-11/25		11/26-12/30			2/27-3/25		
<b>HAMPTONS</b>															
Ad Name:	37,179		Issue 2	Issue 9	Issue 12										
Ad Code:			HPNOTIQ #4	HPNOTIQ #2	HPNOTIQ #3										
Space Close:			5/12	6/30	7/21										
Materials Close:			5/20	6/9	7/29										
On-Sale Date:			June 3-9	July 22-28	Aug 12-18										
<b>Miami</b>															
<b>OCEAN DRIVE</b>															
Ad Name:	48,413		HPNOTIQ #1		Issue 14										
Ad Code:	415,000		HQ04-1		Fall Fashion										
Space Close:			3/14	5/13	8/12										
Materials Close:			4/1 Exr	5/20	8/12										
On-Sale Date:			June 24-30		Aug 26-Sep 1										
<b>Las Vegas</b>															
<b>VEGAS</b>															
Ad Name:	80,000		HPNOTIQ #4	2nd Anniversary											
Ad Code:			HQ03-4	HPNOTIQ #1											
Space Close:			4/23	5/21											
Materials Close:			4/23	5/21											
On-Sale Date:															

For HPNOTIQ Media Schedule Ad Rates are subject to change without notice.

Keller Creative Media Department/JP

# HPNOTIQ

## May 2005 - April 2006 Consumer Schedule

Revision #19 09/19/05

PUBLICATIONS	Circ.	2005 May	June	July	August	September	October	November	December	2006 January	February	March	April	Total
<b>AFFLUENT / NICHE PUBLICATIONS</b>														
<b>CONTEMPORARY CULTURE / LIFESTYLE</b>														
<b>INTERVIEW</b>	200,010													
Ad Name:		HPNOTIQ #4	HPNOTIQ #1											
Ad Code:		HQ05-4	HQ04-1											
Space Close:		2/20	3/18											
Materials Close:		3/5	4/1											
On-Sale Date:		4/27	5/17											
<b>SURFACE</b>	121,000													
Ad Name:														
Ad Code:														
Space Close:														
Materials Close:														
On-Sale Date:														
<b>TANGO</b>	100,000													
Ad Name:														
Ad Code:														
Space Close:														
Materials Close:														
On-Sale Date:														
<b>VANITY FAIR (Top Markets)</b>	644,752													
Ad Name:														
Ad Code:														
Space Close:														
Materials Close:														
On-Sale Date:														
<b>ZINK</b>	125,000													
Ad Name:														
Ad Code:														
Space Close:														
Materials Close:														
On-Sale Date:														
<b>ENTERTAINMENT</b>														
<b>W-LIFE</b>	100,000													

## HPNOTIQ

## May 2005 - April 2006 Consumer Schedule

Revision #19 09/19/05

PUBLICATIONS	Circ.	2005 May	June	July	August	September	October	November	December	2006 January	February	March	April	Total
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:			HPNOTIQ #1 HQ04-1 5/20 5/25											
<b>EPICUREAN</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	102,615	Cover 4 HPNOTIQ #4 HQ04-4 2/25 3/4 4/13					HPNOTIQ #3 HQ04-3 7/29 8/5 8/27							
<b>WINE ENTHUSIAST</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	361,781	5/31 HPNOTIQ #1 HQ04-1 3/19 3/24 5/15		HPNOTIQ #4 HQ04-4 5/4 5/11 7/1										\$0
<b>WINE SPECTATOR</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	1,700,000		HPNOTIQ #1 HQ04-1 3/29 3/29 5/28		HPNOTIQ #4 HQ04-4 6/23 6/23 8/20				HPNOTIQ #2 HQ04-2 9/22 9/22 11/19			HPNOTIQ #3 HQ04-3 12/15 12/15 2/20		
<b>FASHION</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	467,758	W Hit for Fall HPNOTIQ #4 HQ04-4 3/7 3/15 4/8			HPNOTIQ #1 HQ04-1 6/7 6/15 7/9			What's Hot HPNOTIQ #2 HQ04-2 9/5 9/13 10/8			Hollywood-Celebrity A HPNOTIQ #3 HQ04-3 12/7 12/10 1/10			
<b>W</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	775,000 800,000													\$0
<b>MEN'S</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:														
<b>GO-Gentlemen's Quarterly</b>														
Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:														

# HPNOTIQ

## May 2005 - April 2006 Consumer Schedule

Revision #15 09/19/05

PUBLICATIONS	Circ.	2005 May	June	July	August	September	October	November	December	2006 January	February	March	April	Total
(Monthly)			HQ04-1			HQ03-4			HQ04-2			HQ04-3		
Ad Code:														
Space Close:			3/19			6/19			9/19			12/19		
Materials Close:			3/19			6/19			9/19			12/19		
On-Sale Date:			5/27			8/26			11/25			2/25		
<b>UPSCALE TRAVEL</b>														\$0
ELITE TRAVELER	131,358	HPNOTIQ #4 HQ03-4					HPNOTIQ #1 HQ04-1		Gift Guide/Photo/Recipe/Comp.	HPNOTIQ #2 HQ04-2				
Ad Name:														
Ad Code:														
Space Close:		3/1					7/1	8/30		11/3				
Materials Close:		3/8					7/8	9/6		11/10				
On-Sale Date:														
<b>WEDDING</b>														\$0
ELEGANT BRIDE	102,731			Summer HQ BRIDE HQ04-Bride			Fall			Short Rate for Cancellations				
Ad Name:														
Ad Code:														
Space Close:				4/1			10/4							
Materials Close:				4/1										
On-Sale Date:				7/5										
InStyle WEDDINGS	250,000			Summer			Fall			Winter		Spring HQ BRIDE HQ04-Bride		
Ad Name:														
Ad Code:														
Space Close:												1/24		
Materials Close:												1/31		
On-Sale Date:												3/29		
Grace Ormonde Wedding Style	400,000									(Rate Estimated) HQ BRIDE HQ04-Bride			HPNOTIQ #1 HQ04-1	
Ad Name:														
Ad Code:														
Space Close:										7/1			10/14	
Materials Close:										7/16			10/20	
On-Sale Date:										January			May	
<b>URBAN</b>														
COMPLEX	315,000			Sports/Video		Fall Fashion		Fall Special Buyer's Guide					HQ BLUEPRINT HQ04-Blueprint	
Ad Name:														
Ad Code:														
Space Close:				HQ SMOOTH HQ03-Smooth										
Materials Close:														
On-Sale Date:														





## HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

PUBLICATIONS	Circ.	2004 May	June	July	August	September	October	November	December	2005 January	February	March	April	Total
<b>MAINSTREAM TIER ONE</b> New York														
<b>DAN'S HAMPTON STYLE</b> Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	25,000	5/10 HQ-BRIDE HQ04-Bride		7/4 HPNOTIQ #1 HQ04-1	8/9 HPNOTIQ #2 HQ04-2	9/6 HPNOTIQ #3 HQ04-3	10/18 HPNOTIQ #3 HQ04-3							
(6 Times per Year)		4/22 4/30		6/7 6/17	7/19 7/29	8/16 8/26	9/27 10/7							
<b>GOTHAM</b> Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	62,000	5/31 HPNOTIQ #1 HQ04-1		7/19 HPNOTIQ #1 HQ04-1	8/16 HPNOTIQ #2 HQ04-2									
(10 Times per Year)		5/10 5/20		6/21 7/8	7/26 8/5									
<b>LOS ANGELES</b> Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:														
(10 Times per Year)														
<b>BRENTWOOD</b> Ad Name: Ad Code: Space Close: Materials Close: On-Sale Date:	70,000	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)	Full Pg Ad + Full Pg Adverional (Adverional billed w/Star-Apr but did not r)
(10 Times per Year)														

# HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

PUBLICATIONS	Circ.	2004	May	June	July	August	September	October	November	December	2005	January	February	March	April	Total
<b>LA CONFIDENTIAL</b> (5 Times per Year)	70,000							HPNOTIQ #1 HQ04-1 7/28 8/6 9/1-10/31	Holiday/Best of Year/Paper Plays HPNOTIQ #1 HQ04-1 9/29 10/7 11/1-12/31					Spring Fashion/Queen HPNOTIQ #2 HQ04-2 1/28 2/5 2/26-5/31		
<b>Chicago</b>																
<b>CS</b> (11 Times per Year)	76,729							HPNOTIQ #1 HQ04-1 5/15 5/15 7/2	HPNOTIQ #2 HQ04-2 7/15 7/15 9/2	HPNOTIQ #3 HQ04-3 6/15 6/15 8/2	New Year's Eve Ball HPNOTIQ #3 HQ04-3 10/5 10/5 12/3			Fashion/Home Design HPNOTIQ #3 HQ04-3 1/15 1/15 3/5		
<b>Miami</b>																
<b>OCEAN DRIVE</b> Wine & Food Festival Edition (11 Times per Year)	48,413 415,000							HPNOTIQ #1 HQ04-1 3/14 4/1 Ext	HPNOTIQ #2 HQ04-2 7/11 7/18	HPNOTIQ #1 HQ04-1 11/12 11/16	Wine & Food Festival HPNOTIQ #3 HQ04-3 10/10 10/17					
<b>Las Vegas</b>																
<b>VEGAS</b> (10 Times per Year)	80,000							HPNOTIQ #1 HQ04-1 4/23 4/23	HPNOTIQ #2 HQ04-2 7/24 7/24	HPNOTIQ #1 HQ04-1 12/13 12/20	HPNOTIQ #2 HQ04-2 10/24 10/24			(No Issue)		
<b>Atlanta</b>																
<b>JEZEBEL</b> (Monthly)	25,000							HPNOTIQ #1 HQ04-1 5/1 5/1	HPNOTIQ #2 HQ04-2 8/29 8/29	HPNOTIQ #2 HQ04-2 10/31 10/31	HPNOTIQ #3 HQ04-3 1/8 1/8			HPNOTIQ #3 HQ04-3 4/4 4/4		

## HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

PUBLICATIONS		Circ.	2004	May	June	July	August	September	October	November	December	2005	January	February	March	April	Total
AFFLUENT / NICHE PUBLICATIONS																	
VANITY FAIR Trip Markets (Monthly)	Ad Name:	644,752															
	Ad Code:					HPNOTIQ #1 HQ04-1				Misc. HPNOTIQ #1 HQ04-1					Oscars HPNOTIQ #2 HQ04-2		
	Space Close:					4/28				8/29					1/2		
	Materials Close:					5/3				9/04					1/2		
	On-Sale Date:					6/12				10/14					2/10		
SKI (8 Times per Year)	Ad Name:	455,793							Travel Guide HPNOTIQ #1 HQ04-1								
	Ad Code:								7/19								
	Space Close:								7/21								
	Materials Close:								9/15								
	On-Sale Date:																
W (Monthly)	Ad Name:	467,758								What's Hot HPNOTIQ #2 HQ04-2							
	Ad Code:					Jewelry HPNOTIQ #1 HQ04-1				What's Sexy HPNOTIQ #2 HQ04-2							
	Space Close:					3/10				8/9							
	Materials Close:					3/24 Ext.				8/17							
	On-Sale Date:					4/11				9/10							
WINE ENTHUSIAST (14 Times per Year)	Ad Name:	102,615															
	Ad Code:					Cover 4 Irregularly...											
	Space Close:					3/11 Ext.				7/30							
	Materials Close:					3/17				8/9							
	On-Sale Date:					4/13				8/27							
WINE SPECTATOR (17 Times per Year)	Ad Name:	361,781															
	Ad Code:																
	Space Close:					3/19											
	Materials Close:					3/31 Ext.											
	On-Sale Date:					5/15											
	Ad Name:																
	Ad Code:																
	Space Close:																
	Materials Close:																
	On-Sale Date:																

*May 2004 - April 2005 Consumer Schedule*

Revision #14 11/11/04

[illegible]

# HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

PUBLICATIONS	Clrc.	2004			August	September	October	November	December	2005			April	Total
		May	June	July						January	February	March		
VARIETY V LIFE MAGAZINE (7 Times per Year)	34,828	Ad Name: Ad Code:	Ad Name: Ad Code:	Ad Name: Ad Code:	(No Issue)	Emmy HPNOTIQ #1 HQ04-1	Full Fashion HPNOTIQ #2 HQ04-2		Def/An Issue Occur+Holiday HPNOTIQ #2 HQ04-2	Collectors Issue	Occur HPNOTIQ #3 HQ04-3	Occur Wrap-Up HPNOTIQ #3 HQ04-3		
		Space Close:	3/8			7/5	8/23		10/25		12/29	2/23		
		Materials Close:	3/26 Ext			7/26	9/13		11/12		1/19	3/15		
		On-Sale Date:	4/15			7/17	10/15		12/16		1/22	4/15		
PRIVATE CLUBS (Bi-Monthly)	211,293	Ad Name: Ad Code:	Ad Name: Ad Code:	Ad Name: Ad Code:	HPNOTIQ #1 HQ04-1	HPNOTIQ #1 HQ04-1		HPNOTIQ #2 HQ04-2				HPNOTIQ #3 HQ04-3		
		Space Close:	3/24		5/19	5/19		9/22				1/20		
		Materials Close:	3/31		5/19	5/19		9/22				1/20		
		On-Sale Date:	4/19											
ELITE TRAVELER (Bi-Monthly)	131,428	Ad Name: Ad Code:	Ad Name: Ad Code:	Ad Name: Ad Code:	HPNOTIQ #1 HQ04-1	HPNOTIQ #1 HQ04-1		HPNOTIQ #2 HQ04-2		HPNOTIQ #3 HQ04-3				
		Space Close:	3/8 Ext		5/1	5/1		8/30		11/3				
		Materials Close:	3/30 Ext		5/8	5/8		9/6		11/10				
		On-Sale Date:												
Grace Ormonda Wedding Style (Annual)	400,000	Ad Name: Ad Code:								HQ BRIDE HQ04-Bride				
		Space Close:								7/1				
		Materials Close:								8/16				
		On-Sale Date:								January				
In Style WEDDINGS (Semi-Annual)	250,000	Ad Name: Ad Code:	Ad Name: Ad Code:	Ad Name: Ad Code:	HQ BRIDE HQ04-Bride				HQ BRIDE HQ04-Bride					
		Space Close:	4/5						10/20					
		Materials Close:	4/19 Ext						10/27					
		On-Sale Date:	6/8						12/30					

# HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

PUBLICATIONS	Circ.	2004 May	June	July	August	September	October	November	December	2005 January	February	March	April	Total
<b>ELEGANT BRIDE</b> (3 Times Per Year)	102,731		Pall Irreducibly... HQ04-Bride						Winter HQ BRIDE HQ04-Bride			(Spring)		
Ad Name:			1/21						7/21					
Ad Code:			1/31						7/31					
Space Close:			3/16						9/14					
Materials Close:														
On-Sale Date:														
<b>SOMA</b> (10 Times Per Year)	90,000		HPNOTIQ #1 HQ04-1	HPNOTIQ #1 HQ04-1	HPNOTIQ #2 HQ04-2	HPNOTIQ #2 HQ04-2								
Ad Name:			4/26 ExL	5/10	6/10	7/1								
Ad Code:			4/27 ExL	6/1	7/1	8/1								
Space Close:			1st Wk of May	6/25	7/25	8/25								
Materials Close:														
On-Sale Date:														
<b>W HOTELS BOOK</b> (Annual)	5,889					HPNOTIQ #1 HQ04-1								
Ad Name:						6/18 ExL 7/22								
Ad Code:						6/25 ExL 7/26								
Space Close:						09/04								
Materials Close:														
On-Sale Date:														
<b>GENRE</b> (10 Times per Year)	120,000	Bonus Ad Irreducibly... HQ03	TOC HPNOTIQ #1 HQ04-1	HPNOTIQ #1 HQ04-1	HPNOTIQ #1 HQ04-1		Cover 4 HPNOTIQ #2 HQ04-2	1/3 pg bonus HPNOTIQ #2 HQ04-2	1/3 pg bonus HPNOTIQ #3 HQ04-3			1/3 pg bonus HPNOTIQ #3 HQ04-3		
Ad Name:			3/30	5/4	8/3	9/3								
Ad Code:			3/12 ExL	5/18	8/17	9/14								
Space Close:			3/17 ExL	6/29	9/28	10/26								
Materials Close:			4/70											
On-Sale Date:														

## HPNOTIQ

## May 2004 - April 2005 Consumer Schedule

Revision #14 11/11/04

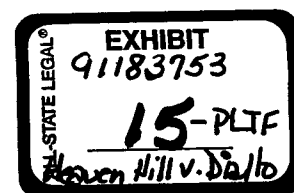
PUBLICATIONS		Circ.	2004 May	June	July	August	September	October	November	December	2005 January	February	March	April	Total
URBAN  VIBE Subscribers Only (Monthly)	Ad Name: Ad Code:	650,186		Instantly... HQ03			HQ BLUEPRINT HQ04-Blueprint				HQ BLUEPRINT HQ04-Blueprint				
	Space Close:			3/28			6/27				10/18				
	Materials Close:			3/30			6/29				10/20				
	On-Sale Date:			4/15			8/12				12/3				
KING (Quarterly)	Ad Name: Ad Code:	150,000			HQ BLUEPRINT HQ04-Blueprint		HQ BLUEPRINT HQ04-Blueprint			1/3-page bonus HQ BLUEPRINT HQ04-Blueprint					
	Space Close:				4/22 - Ext		6/8			8/10				12/9	
	Materials Close:				5/3 - Ext		6/22			8/24				12/23	
	On-Sale Date:				6/8		8/3			10/5				2/3	
ESSENCE (Monthly)	Ad Name: Ad Code:	1,068,214			HQ BLUEPRINT HQ04-Blueprint		HQ BLUEPRINT HQ04-Blueprint			HQ BLUEPRINT HQ04-Blueprint					
	Space Close:				4/23		6/25			9/24					
	Materials Close:				5/3 - Ext		6/30			9/29					
	On-Sale Date:				6/22		8/17			11/23					



# HPNOTIQ

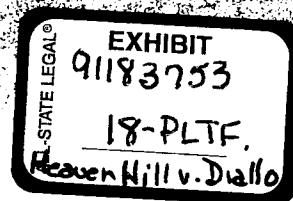
## 2008-2009 GROSS IMPRESSIONS

PUBLICATION	CIRCULATION	READERS PER COPY	PER ISSUE IMPRESSIONS	NO. OF INSERTIONS	TOTAL GROSS IMPRESSIONS
<b>Cosmopolitan</b>	2,947,220	6.59	19,422,180	4	77,688,719
<b>InStyle</b>	1,760,541	5.21	9,172,419	4	<u>36,689,674</u>
<b>Total Mainstream:</b>				<b>8</b>	<b>114,378,394</b>
<b>Ocean Drive</b>	55,000	6.00	330,000	<u>6</u>	<u>1,980,000</u>
<b>Total Regionals:</b>				<b>6</b>	<b>1,980,000</b>
<b>GRAND TOTAL GROSS IMPRESSIONS:</b>				<b>14</b>	<b>116,358,394</b>



# Partnership Opportunities Hypnotiq & The Style Network

**style**<sup>®</sup>



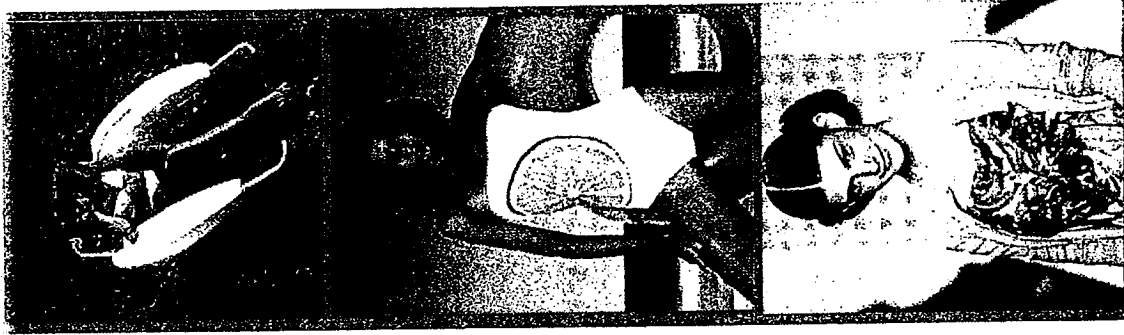
# Style Guide to Summer

style

## OVERVIEW

When viewers want to know the latest in beauty, entertaining and home trends, the first place they come is the Style Network. From high-fashion runways to drugstore bargains and from big-time Hollywood glitz to down-to-earth common sense, our discerning viewers look to us for our cutting-edge savvy and matter-of-fact authority. This May, tune in for the *Style Guide to Summer* and get a first look at the hottest trends for the season.

During this half-hour special, we'll reveal the latest trends that are making waves from the backyards of Malibu to the turquoise waters of Saint Tropez. So join the party this May and get the latest trends in fashion, beauty and home entertaining to keep you feeling cool in the summer heat.



# Style Guide to Summer

style.

## INTEGRATED SPONSORSHIP OPPORTUNITIES

- **On Air Sponsorship Elements**
  - Option A: In-Program Integration
  - Option B: "Sizzlin' Summer Style" Vignette
  - Option C: Co-Branded Tune-In
- **Online Sponsorship Elements**
  - Branded Integration
  - Premium Placement



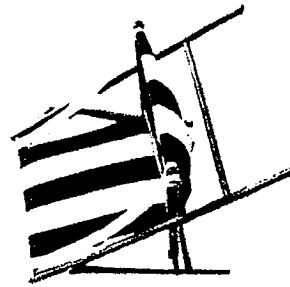
# Style Guide to Summer

style.

## ON AIR SPONSORSHIP OPPORTUNITY

### Option A

- **In-Program Integration** – Style will integrate (Sponsor) within one segment of the *Style Guide to Summer* special
  - The *Style Guide to Summer* special will air a minimum of four (4) times
  - (Sponsor) will be featured on-screen via product images and/or product b-roll footage
  - (Sponsor) will have category exclusivity in the segment and throughout the *Style Guide to Summer* special
- **(:20) Co-Branded Tune-In** – drives tune-in to the *Style Guide to Summer* special
  - Includes sponsor logo and VO identification
  - Sponsor tag to be a maximum (:05) in duration
  - Airs 10 times 7-10 leading up to special
- **(:10) Sponsored Billboard** – “brought to you by” billboard
  - Includes sponsor logo and VO identification



All content and dates subject to change.

# Hypnotiq & E! Recipe to Party 2007

#-STATE LEGAL®

EXHIBIT

91183753

19-PLTF.

Heaven Hills Diallo

# Recipe to Party

## ON-AIR SPONSORSHIP OPPORTUNITY

- **(:20) Recipe to Party Interstitial** – this fun and party-themed interstitial will drive tune-in to late-night programming, including comedy classics such as *Saturday Night Live*, on E!
- Includes sponsor logo and VO identification
- Includes custom brand message
- Includes product integration via b-roll footage
- Airst 10 times 7-10 days during promotional period

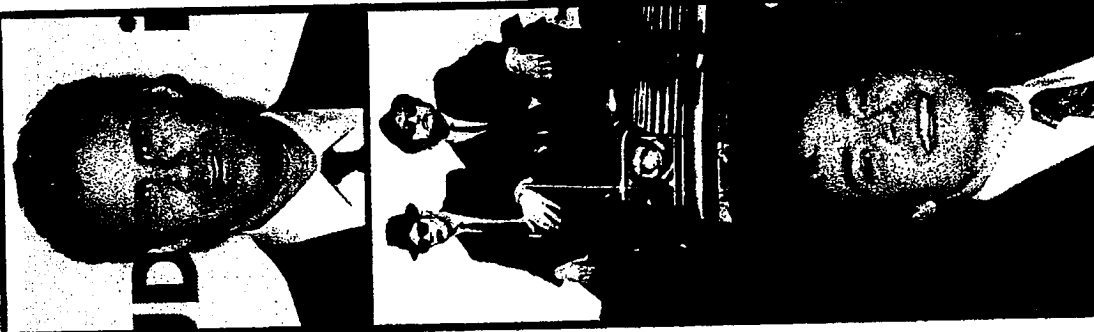
### Sample Script:

*E! and Hypnotiq have the recipe for the hottest holiday party!*

*Mix together one part Spartan Cheerleaders and one part Weekend Update, add a splash of Mango, and you are sure to have one night of outrageous fun you won't forget. Tune in to Saturday Night Live, weeknights at midnight, only on E!*

*And while you're enjoying Saturday Night Live...(insert custom sponsor tie-in for Hypnotiq, including sponsor logo, VO identification, custom brand message, and product integration via b-roll footage).*

Sample script is for illustrative purposes only. Script may be customized to fit the client's showcase brand. Actual script will be presented to client after sponsorship commitment, and is pending E! Networks legal approval.



All content and dates subject to change. Sponsorship opportunity subject to E! Networks approval.

# Recipe to Party

## NEXT STEPS

**Commitment Deadline:** Ten weeks prior to flight dates

**Materials Due:** Eight weeks prior to flight dates

**On-Air Flight Dates:** TBD





# Hypnotiq and E! Party Girl Sponsorship Opportunities 2007

# Party Girl

## OVERVIEW

E! Online's *Party Girl* covers Hollywood's A-list, one party at a time. She takes users behind the scenes, beyond the velvet ropes and straight into the VIP room. She critiques the food, the fashion, the gift bag and the guest list at all of Hollywood's hottest happenings. Now, *Party Girl* has become one of the most popular columns on E! Online, with a loyal fan base responsible for nearly 3.5 million impressions per month.

To keep E! viewers in the know, we've recruited *Party Girl* to help dish the dirt direct from La-La Land. *Party Girl* has gone primetime, with exclusive short-form programming only on E!. *Party Girl* spills the freshest Hollywood news, gossip and trivia on Tinseltown's top stars. Viewers get tuned in to everything cool ... the *Party Girl* way.

E!'s *Party Girl* is the perfect integrated platform for your brand, with both online and on-air exposure. She's always on the list ... and now, you're her "plus one!"



# Party Girl

## ON-AIR SPONSORSHIP OPPORTUNITY

- (:30) Party Girl Party Patrol Interstitial – features updates from some of Hollywood's hottest parties and events
  - May include coverage of sponsor designated events, premieres, etc.
  - Includes sponsor logo and VO identification
  - Includes custom brand message
  - Includes product integration via b-roll footage
  - Airl 10 times 7-10 days during sponsor flight

### Sample Script

*E! and Hypnotiq present this Party Girl Party Patrol...*

*Party Girl here. Can you believe that Ben and Jen pulled off that secret Caribbean wedding? So who's next? Do you think it'll be Brad and Angelina? Nah, I'm putting my money on Justin and Cameron. I hear they're buying a love-nest to die for in Hawaii. Whoops, I got another call—gotta go!*

*This Party Girl Party Patrol ... is brought to you by Hypnotiq (sponsor logo, VO identification, custom brand message, and product integration via b-roll footage).*

Sample script is for illustrative purposes only. Script may be customized to fit the client's showcase brand. Actual script will be presented to client after sponsorship commitment, and is pending E! Networks legal approval.

All content and dates subject to change. Sponsorship opportunity subject to E! Networks approval.

# Party Girl

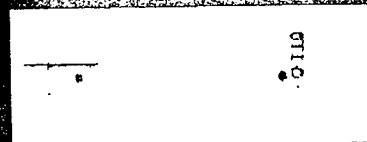
## NEXT STEPS

**Commitment Deadline:** Ten weeks prior to flight dates

**Materials Due:** Eight weeks prior to flight dates

**On-Air Flight Dates:** TBD

# Hypnotiq & E! Dish of the Day Sponsorship Opportunities 2007



# Dish of the Day

## ON-AIR SPONSORSHIP OPPORTUNITY

- (:20) Custom Dish of the Day Interstitial – highlighting a current hot topic in the world of entertainment, and driving tune-in to E! News
  - Includes Hypnotiq logo and VO identification
  - Includes custom brand message
  - Includes product integration via b-roll footage
  - Airs 10 times 7-10 days during sponsor flight



### Sample Script

*Sandra Bullock is back with an attitude in the sequel Miss Congeniality 2: Armed and Fabulous, in theaters March 24. Bullock returns later this year in the gritty drama Crash, and is joined by an amazing ensemble cast that includes Don Cheadle, Matt Dillon, Brendan Fraser and Thandie Newton. For more entertainment dish, tune in to E! News weekdays at 7 p.m.*

*This Dish of the Day is brought to you by Hypnotiq (sponsor logo, VO identification, custom brand message, and product integration via b-roll footage).*

Sample script is for illustrative purposes only. Script may be customized to fit the client's showcase brand. Actual script will be presented to client after sponsorship commitment, and is pending E! Networks legal approval.

All content and dates subject to change. Sponsorship opportunity subject to E! Networks approval.

# Dish of the Day

## NEXT STEPS

**Commitment Deadline:** Ten weeks prior to flight dates

**Materials Due:** Eight weeks prior to flight dates

**On-Air Flight Dates:** TBD

## ***BurrellesLuce Express***

75 East Northfield Road/ Livingston, NJ 07039 / 973-992-6600

**SOURCE:** Indiana Business Magazine

**SUPPLIER:** eClip

**DATE:** 08-01-2006

**HEADLINE:** Brand Awareness

Hromadka, Erik (Copyright 2006 ProQuest Information and Learning Company) UMI

IT DOESN'T TAKE LONG to judge a brand. We do that in just a fraction of a second each time we see a familiar logo that elicits feelings and emotions about a company, product or service.

As a unique and identifiable symbol, name or trademark, a brand differentiates competing products or services by triggering a relationship between the company and its customers. For better or worse, that relationship is based on previous experience with the brand and it generates expectations about what future interaction will be like.

Therefore, it should be no surprise that the process of creating brand recognition for a business is an extremely important marketing tool that can take years to develop, and making sure a brand's identification creates a positive impression is a process that never ends.

Be unique. Tim Simic, owner of Green Light Creative in Hammond, notes that branding is an opportunity for a company to strike out and develop something unique.

Although it may be tempting for companies to look at their competition, collect existing marketing materials and try to do something similar, Simic says that is the wrong approach.

"When you are establishing a brand, you are trying to tell people 'I am different from my competition!'" he says.

"So many times, people try to set rules and say 'you have to do this...' but I like to go in without any rules and think 'what can we do?' he says.

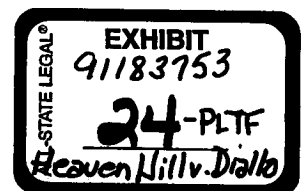
Once a brand is developed, the next step is to advertise the brand to targeted audiences. While that usually means reaching customers, it can also include building a brand identity among employees, vendors and the general public.

For example, since recent mergers, acquisitions and name changes have made the banking industry very competitive; Simic says it is important to build brand recognition among both the existing customers and those who may become new customers.

In addition to creating marketing images that develop a company's brand, Simic also looks for unique ways to get those images noticed. For example, when working with banks in northwest Indiana, he often uses Snapquik signs that have a metal frame to display banners at drivethrough teller windows.

"When you are going to do something, you need to do it well," Simic says. Having a banner with your logo flapping in the wind may not present the most professional image, he notes.

You are a brand. Thom Villing, president of Villing & Co. in South Bend, says that as the grandson of a blacksmith, forging brands comes naturally to him. However, he encourages business owners to think beyond the logo and company slogan that are often considered the essence of a brand.





Developing a brand means understanding your mission and vision and doing some self-analysis to see how you are perceived by the world, he explains. "Every individual, company and organization has a brand," he says. "They just need to figure out what it is."

Once you have identified how you want to be branded, then you need to take steps to create that brand, Villing says. "Understand the essence of your brand and make sure that your employees and vendors communicate that to your customers," he advises.

Villing says examples of good branding in northern Indiana include the South Bend Chocolate Co. and Memorial Hospital, two very different organizations with completely different types of products and services.

The South Bend Chocolate Co. has created a positive image of a quality consumer product and an experience centered on such a purchase, something Villing credits to leadership at the company understanding the importance of branding.

"A strong entrepreneur has a real vision and is very focused on making that a reality," he explains. "They've done a wonderful job in a very short period of time."

At the same time, a Are established institution like Memorial Hospital identifies itself as a regional center of excellence and built such a reputation over many years by consistent marketing that is followed up by actions.

Develop an identity. Vaughn Hickman, of Hickman+Associates in Carmel, agrees that building a brand is a comprehensive process of developing an identity.

"It's embodied in a campaign and everything from someone answering the phone to lobby design to the logo and advertising," he says, adding that everything must work together to support the brand.

While Hickman says that consumer brands are the most popular examples, he notes that sometimes non-traditional branding campaigns can be very successful.

For example, he worked on a campaign for the new corporate campus in the city of Noblesville that worked to brand the place an ideal place to live and work. The idea was to combine the relaxed culture of a small town with a progressive business community.

As a result, a series of ads was created using illustrations to show both aspects of the city. The ads featured combinations such as a Boy Scout leading a businessman across a busy street and a diner displaying both today's special and today's Dow Jones Industrial Average.

"The important thing is to be strategic about it and know what you are trying to accomplish," he explains.

Own a look. Randy Rohn, senior vice president and executive creative director at Keller Crescent in Evansville, cites examples of branding that worked on a national account for *Heaven Hill Distilleries*.

An advertising campaign for *Evan Williams bourbon whiskey* built the brand by stressing the importance of aging. Ads compared *Evan Williams* to other things that aged well, from coal that turned into diamonds to little pine trees that became Christmas trees.

Rohn says he knew the ads were successful when spoofs of the campaign started appearing online and in other media. "One of the ways to judge how effective your advertising is involves seeing if it becomes part of pop culture," he says.

Another sign of success is owning a certain look, such as the campaign that Keller Crescent developed for Hpnotiq liquor.

"We were able to start from the very beginning with a new brand and start by designing the look and the colors," he explained. By using distinctive art that looked hypnotic as well as the color turquoise, the agency made its mark in a very competitive segment. "We owned the color turquoise for liquor," Rohn says.

Design to grow. Synergy Marketing in Indianapolis encourages its clients to approach branding with an initial strategic plan and market research so branding efforts will not only help the company to be recognized, but also allow it to grow and adapt in the marketplace.

Amy Zucker, who often works with startup companies, suggests that a brand is not just a static design. It must represent not just a company's current image, but also new products and services that may be added in the future and a marketplace that continues to evolve.

"We're creating brands that will serve as a long-term foundation," she explains. "We try to help our clients meet today's needs but also prepare for tomorrow's opportunities and challenges."

Zucker says that means understanding a company's value proposition and what differentiates it from the competition. For example, she worked with BioStorage Technologies, a new company that has both the expertise and facilities to provide secure storage for life sciences and pharmaceutical companies.

By branding the company as "the future of specimen management is secure" and providing an informational e-newsletter, Zucker helped to make it a dominant player in its niche market.

"Their customers now see them as a more comprehensive solution," she says, noting that will help the company grow and be successful in the future.

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*Highlights: Heaven Hill Distilleries, Evan Williams, bourbon, whiskey, Evan Williams*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

HEAVEN HILL DISTILLERIES, INC.,	)		
	)		
Opposer,	)	Opposition No.	91183753
	)		
v.	)		
	)	Serial No.	77/266,196
DIALLO YASSINN PATRICE,	)	Mark:	HYPNOTIZER
	)	Intl Class:	033
Respondent.	)		

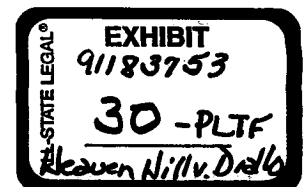
**NOTICE OF TRIAL DEPOSITION**

PLEASE TAKE NOTICE that on **Friday, January 22, 2010**, at the offices of WYATT, TARRANT & COMBS LLP, PNC Building, Suite 2800, 500 W. Jefferson Street, Louisville, KY 40202, the Plaintiff, Heaven Hill Distilleries, Inc., pursuant to Fed. R. Civ. P. 30 and 37 C.F.R. § 2.123, will take the following trial depositions:

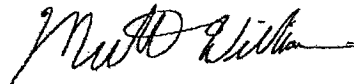
**9:00 a.m. (EDT):** Drew Wesley

**12:00 p.m. (EDT):** Justin Ames

The depositions shall be recorded by stenographic means. The depositions are being taken for purposes of trial testimony and any and all other necessary purposes as authorized by the Federal Rules of Civil Procedure and 37 C.F.R. Part 2 and will continue from day to day until completed. You are hereby invited to attend and cross-examine the witness either in person or by telephone. Should you choose to participate by telephone, please call Matthew A. Williams at (502) 562-7378 shortly before the 9:00 a.m. deposition.



Respectfully submitted,



---

David A. Calhoun  
Matthew A. Williams  
WYATT, TARRANT & COMBS, LLP  
500 West Jefferson Street  
Suite 2800  
Louisville, KY 40202-2898  
502.589.5235

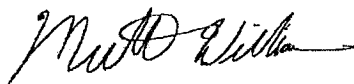
*Counsel for Heaven Hill Distilleries, Inc.*

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of the foregoing was served upon

Diallo Yassinn Patrice  
2 Square Tribord  
Courcouronnes 91080  
France

via overnight courier (Federal Express Tracking No. 7982 4336 8744), *and by email*, this 21<sup>st</sup>  
day of **December, 2009**.



---

*One of Counsel for Heaven Hill Distilleries, Inc.*

20321920 2

**Laney, Deb**

---

**From:** TrackingUpdates@fedex.com  
**Sent:** Thursday, December 24, 2009 8:23 AM  
**To:** Laney, Deb  
**Subject:** FedEx Shipment 798243368744 Delivered

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This tracking update has been requested by:

Company Name: Wyatt  
Name: Matthew A. Williams  
E-mail: dlaney@wyattfirm.com

---

Our records indicate that the following shipment has been delivered:

Reference: 019354.102514  
Ship (P/U) date: Dec 21, 2009  
Delivery date: Dec 24, 2009 10:00 AM  
Sign for by: D.IALLO  
Delivered to: Receptionist/Front Desk  
Service type: FedEx International Priority  
Packaging type: FedEx Envelope  
Number of pieces: 1  
Weight: 1.00 lb.  
Special handling/Services: Deliver Weekday

Tracking number: 798243368744

Shipper Information  
MATTHEW A. WILLIAMS  
WYATT  
500 WEST JEFFERSON STREET  
SUITE 2600  
LOUISVILLE  
KY  
US  
40202

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Thank you for your business.

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**Laney, Deb**

---

**From:** Williams, Matthew  
**Sent:** Monday, December 21, 2009 2:56 PM  
**To:** yassinn.diallo  
**Subject:** US Opposition No. 91183753  
**Attachments:** #20321920\_v2\_-\_HYPNOTIZER\_\_Notice\_of\_Testimonial\_Deposition\_-\_Ames.pdf;  
#20321917\_v2\_-\_HYPNOTIZER\_\_Pre-Trial\_Disclosure.pdf

Dear Mr. Diallo,

Please see the attached documents.

Sincerely,

Matthew A. Williams  
WYATT, TARRANT & COMBS, LLP  
500 W. Jefferson Street, Suite 2800  
Louisville, Kentucky 40202  
502.562.7378 (direct telephone)  
502.589.0309 (facsimile)  
502.314.3650 (mobile)  
[mwilliams@wyattfirm.com](mailto:mwilliams@wyattfirm.com) (e-mail)

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12/22/2009

Laney, Deb

---

**From:** postmaster account  
**Sent:** Monday, December 21, 2009 2:57 PM  
**To:** Williams, Matthew  
**Subject:** Delivery Notification - Message successfully relayed.

**Attachments:** ATT65722.txt; ATT65723.txt



ATT65722.txt (464 B) ATT65723.txt (1 KB)

The following recipients have been successfully relayed.  
<yassinn.diallo@laposte.net>

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January 14, 2010

**via FEDERAL EXPRESS**

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2 Square Tribord  
COURCOURONNES 91080  
FRANCE

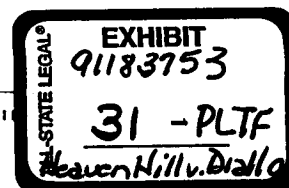
**Re: US Opposition No. 91183753**

Dear Mr. Diallo:

As we previously noticed, Heaven Hill will take the trial testimony of its two witnesses on Friday, January 22, 2010. We will be holding these depositions beginning at 9:00 a.m. local time at my office in Louisville, Kentucky.

You are invited to attend in person or via telephone. Due to the travel costs, I assume you will participate by telephone and, therefore, I am sending you a copy of the exhibits my witnesses may introduce during their testimony. Should any additional exhibits prove to be necessary, I shall email them to you. If you decide to participate in person, please bring the exhibits with you as I will not have a spare copy.

Please be advised that the exhibit numbering is arbitrary; the exhibits may be introduced in any order. But at least the numbers will help us in keeping track of what the witnesses are talking about.







WYATT, TARRANT & COMBS, LLP

Diallo Yassinn Patrice

January 14, 2010

Page 2

To participate by phone, please call me at 502.562.7378 shortly before the deposition begins. Also, please give me a number where you can be reached in case I need to call you.

Very truly yours,

WYATT, TARRANT & COMBS, LLP

A handwritten signature in black ink, appearing to read "Matthew A. Williams". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Matthew A. Williams

MAW/dkl

Enclosures

cc: David A. Calhoun, Esq.  
(w/out encls.)

20323335.1

**Laney, Deb**

---

**From:** TrackingUpdates@fedex.com  
**Sent:** Saturday, January 16, 2010 4:22 AM  
**To:** Laney, Deb  
**Subject:** FedEx Shipment 798302371592 Delivered

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This tracking update has been requested by:

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Name: Matthew A. Williams  
E-mail: dlaney@wyattfirm.com

---

Our records indicate that the following shipment has been delivered:

Reference: 019354.102514  
Ship (P/U) date: Jan 14, 2010  
Delivery date: Jan 16, 2010 9:57 AM  
Sign for by: D.IALLO  
Delivered to: Receptionist/Front Desk  
Service type: FedEx International Priority  
Packaging type: Your Packaging  
Number of pieces: 1  
Weight: 21.60 lb.  
Special handling/Services: Deliver Weekday

Tracking number: 798302371592

Shipper Information  
MATTHEW A. WILLIAMS  
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500 WEST JEFFERSON STREET  
SUITE 2600  
LOUISVILLE  
KY  
US  
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hypnotic

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hyp-not-ic (hip-not-ik) [?] Show IPA

## -adjective

1. of or pertaining to hypnosis or hypnotism.
2. inducing or like something that induces hypnosis.
3. susceptible to hypnotism, as a person.
4. inducing sleep.

## -noun

5. an agent or drug that produces sleep; sedative.
6. a person who is susceptible to hypnosis.
7. a person under the influence of hypnotism.

## Origin:

1680-90; < LL *hypnōticus* < Gk *hypnōtikós* sleep-inducing, narcotic, equiv. to *hypnō-* (var. s. of *hypnōn* to put to sleep; see *HYPNOS*) + *-tikos* -TIC

## Related forms:

*hyp-not-ic-al-ly*, *adverb*

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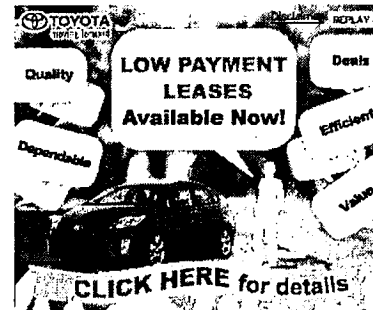
hyp-not-ic (hip-nōt'ik) [?]  
 adj.

1.
  - a. Of or relating to hypnosis.
  - b. Of or relating to hypnotism.
2. Inducing or tending to induce sleep; soporific: *read the bedtime story in a hypnotic voice.*

n.

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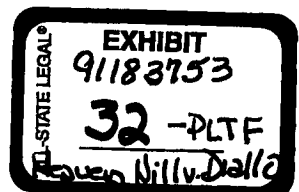
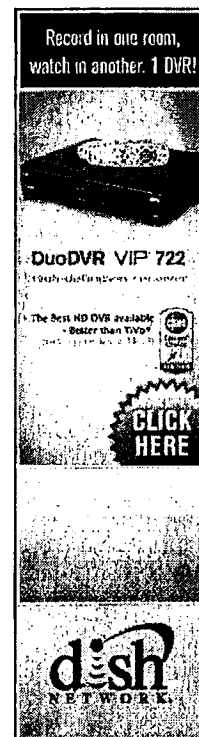


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1.
  - a. A person who is hypnotized.
  - b. A person who can be hypnotized.

2. An agent that causes sleep; a soporific.

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[French hypnotique, from Late Latin hypnōticus, *inducing sleep*,  
 from Greek hypnōtikos, from hypnōn, *to put to sleep*, from hypnos,  
*sleep*; see *sleep* in Indo-European roots.]

**hyp·not'i-cal·ly** *adv.*

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## Word Origin & History

### hypnotic

1625, "inducing sleep," originally used of drugs, from Fr. hypnotique  
 "inclined to sleep, soporific," from L.L. hypnoticus, from Gk.  
 hypnotikos "inclined to sleep, putting to sleep, sleepy," from  
 hypnōn "put to sleep," from hypnos "sleep" (see *somnolence*).  
 Modern sense of "induced trance" first recorded in Eng. 1843, along  
 with hypnotist, hypnotize, all coined by Dr. James Braid.

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## Medical Dictionary

Main Entry: <sup>1</sup>**hyp·not·ic**

Pronunciation: hip-'năt-ik

Function: *adjective*

**1** : tending to produce sleep : SOPORIFIC

**2** : of or relating to hypnosis or hypnotism — **hyp·not·i-cal·ly** /-i-k  
(&-)IE/ *adverb*

Main Entry: <sup>2</sup>**hypnotic**

Function: *noun*

**1** : a sleep-inducing agent : SOPORIFIC

**2** : one that is or can be hypnotized

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**hypnotic** hyp·not·ic (hip-năt'ik)

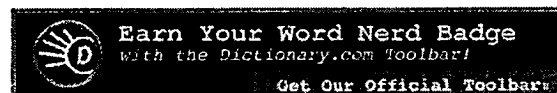
*adj.*

1. Of or relating to hypnotism or hypnosis.
2. Inducing or tending to induce sleep; soporific.

*n.*

An agent that causes sleep.

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## Encyclopedia

### hypnotic

chemical substance used to reduce tension and anxiety and induce calm (sedative effect) or to induce sleep (hypnotic effect). Most such drugs exert a quieting or calming effect at low doses and a sleep-

inducing effect in larger doses. Sedative-hypnotic drugs tend to depress the central nervous system. Since these actions can be obtained with other drugs, such as opiates, the distinctive characteristic of sedative-hypnotics is their selective ability to achieve their effects without affecting mood or reducing sensitivity to pain.

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 mesmerize  
 charm  
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**hyp-no-tize** (hip-nuh-tahyz) [?] Show IPA *verb*, -tized, -tizing.

See [Images of hypnotize](#)

## -verb (used with object)

1. to put in the hypnotic state.
2. to influence, control, or direct completely, as by personal charm, words, or domination: *The speaker hypnotized the audience with his powerful personality.*
3. to frighten or startle so that movement is impossible: *The headlights hypnotized the deer and it just stood staring at the oncoming car.*

## -verb (used without object)

4. to practice hypnosis; put or be able to put others into a hypnotic state.

Also, especially British, **hypno**n<sup>o</sup>tise.

## Origin:

1843; see **HYPNOTISM**, -ize

## Related forms:

**hypno**n<sup>o</sup>tiz<sup>a</sup>ble, adjective  
**hypno**n<sup>o</sup>tiz<sup>a</sup>bl<sup>i</sup>ty, noun

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**hyp-no-tize** (hip-no-tiz') [?]tr.v. **hyp-no-tized**, **hyp-no-tiz-ing**, **hyp-no-tiz-es**

1. To put into a state of hypnosis.
2. To fascinate by or as if by hypnosis.

**hyp-no-tiz'a-bl'i-ty** *n.*, **hyp-no-tiz'a-ble** *adj.*, **hyp-no-ti-za'tion** (-ti-zā'shan) *n.*, **hyp-no-tiz'er** *n.*

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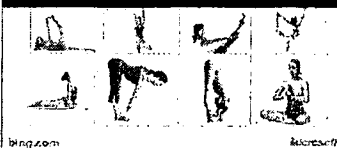
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Main Entry: **hyp-no-tize**

Variant: also *British* **hyp-no-tise** /-ˈtɪz/

Function: *transitive verb*

Inflected Forms: **-tized** also *British* **-tised**; **-tiz-ing** also *British* **-tis-ing**

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**2** : to influence by or as if by suggestion *hypnotizes its hearers* >—

**hyp-no-tiz-a-bil-i-ty** also *British* **hyp-no-tis-a-bil-i-ty** /ˈhɪp-n&-ˈtɪ-z&-ˈbɪl-ɪ-/ *noun plural* -ties

—**hyp-no-tiz-able** also *British* **hyp-no-tis-able** /ˈhɪp-n&-ˈtɪ-z&-b&l/ *adjective*

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hypnotize hyp-no-tize (hɪpˈnɑ-tɪz)

v. **hyp-no-tized**, **hyp-no-tiz-ing**, **hyp-no-tiz-es**

To put a person into a state of hypnosis.

**hyp-no-tiz-a-bil-i-ty** *n.*

**hyp-no-tiz-a-ble** *adj.*

**hyp-no-ti-za-tion** (-tɪ-zəˈʃən) *n.*

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